

DEMAREE/CALDWELL SPECIFIC PLAN

PREPARED FOR AND ADOPTED BY:

CITY OF VISALIA

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BY
QUAD KNOPF, INC.

FEBRUARY, 1999

RESOLUTION NO. 99-44

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VISALIA, APPROVING THE DEMAREE/CALDWELL SPECIFIC PLAN (SPA NO. 99-05), FOR PROPERTY LOCATED ON THE SOUTH SIDE OF CALDWELL AVENUE, ON BOTH SIDES OF DEMAREE STREET; QUAD/KNOPF ENGINEERING, AGENT

WHEREAS, an application was filed by various property owners represented by Quad/Knopf Engineering for approval of a Specific Plan on property located on the south side of Caldwell Avenue, on both sides of Demaree Street, APN: 119-070-43; 119-340-01, 02, 03, 04, 05, 06, 07, 10, 11 and 12; 126-030-14, 15; 126-030-33, 34, 35 and 36; 126-480-31, 32; 126-490-01, 02, and 03, City of Visalia, and

WHEREAS, the Planning Commission of the City of Visalia, after Twenty-one (21) days published notice held a public hearing before said Commission on April 26, 1999; and recommended approval; and

WHEREAS, the City Council of the City of Visalia, after ten (10) days published notice held a public hearing before said Council on May 24, 1999; and

WHEREAS, the City Council of the City of Visalia finds the Specific Plan Amendment to be in accordance with Section 12.04.010 of the Ordinance Code of the City of Visalia based on evidence contained in the staff report and testimony presented at the public hearing; and

WHEREAS, an Initial Study was prepared which disclosed that no significant environmental impacts would result from this project, and no mitigation measures would be required.

NOW, THEREFORE, BE IT RESOLVED that a Negative Declaration was prepared consistent with the California Environmental Quality Act and City of Visalia Environmental Guidelines.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the City Council of the City of Visalia approve the proposed Specific Plan based on the following specific findings and based on the evidence presented:

1. That the proposed Specific Plan is consistent with the adopted City of Visalia General Plan.
2. That the proposed Specific Plan has addressed the major infrastructure needs to position the property for development.
3. That the proposed Negative Declaration has addressed the environmental concerns within the project and fulfills the requirements of the California Environmental Quality Act.
4. That the proposed Specific Plan and the conditions under which it will be implemented will not be detrimental to the public's health, safety or welfare.

BE IT FURTHER RESOLVED that the City Council of the City of Visalia approves the Demaree/Caldwell Specific Plan described herein, in accordance with the terms of this resolution under the provisions of Section 12.04.010 of the Ordinance Code of the City of Visalia.

PASSED AND ADOPTED: May 24, 1999

STEVEN M. SALOMON, CITY CLERK

STATE OF CALIFORNIA)
COUNTY OF TULARE) ss.
CITY OF VISALIA)

I, Steven M. Salomon, City Clerk of the City of Visalia, certify the foregoing is the full and true Resolution No. 99-44 passed and adopted by the Council of the City of Visalia at a regular meeting held on May 24, 1999.

DATED: May 28, 1999

STEVEN M. SALOMON, CITY CLERK

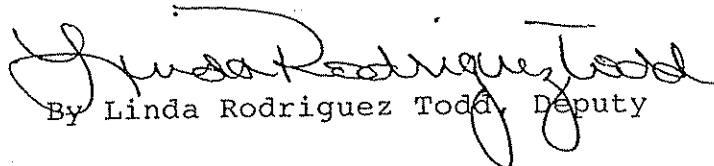

By Linda Rodriguez Todd, Deputy

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PREFACE

This report represents the policy document and plan diagram for the *Demaree/Caldwell Specific Plan*, a sixty-six acre commercial, professional office, and multiple residential site located in the southwest portion of the City of Visalia. The *Demaree/Caldwell Specific Plan* is intended to be an implementation tool of the City's *General Plan* and includes development regulations to preserve and enhance the quality and character of the community. It contains development standards, phasing regulations, and a coordinated development plan for 26 individually owned parcels of property. The property owners sponsored preparation of the plan.

The Plan was prepared in response to the *General Plan Land Use Element* requirement that a specific plan be prepared for community centers in the City. The Specific Plan is based on the land use plan and land use designations that were approved by the City Council on April 1, 1996. Once adopted by the City, the Specific Plan will govern the development of the properties and reduce the need for subsequent conditional use permits, traffic elements and discretionary approvals.

INTRODUCTION

1

INTRODUCTION

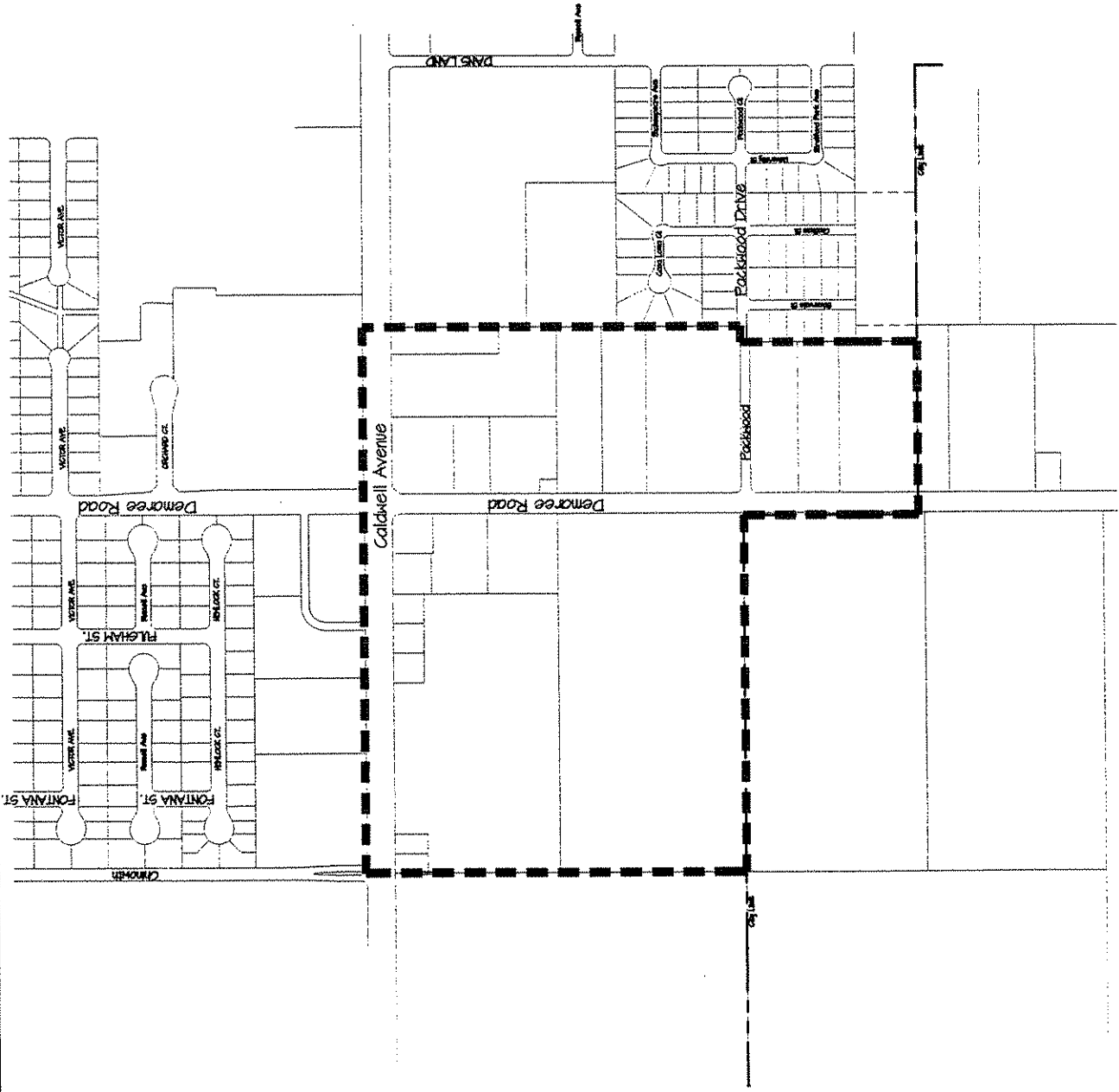
This document and accompanying plan diagram represent the *Demaree/Caldwell Specific Plan*, prepared for and adopted by the City of Visalia to guide the development, land uses and supportive services for a portion of the Southwest Community Center. The plan has been prepared by Quad Knopf, a professional planning consulting firm with offices in Visalia, Fresno, Bakersfield and Sacramento. The project was funded by the property owners in the specific Plan Area. The plan reflects a composite of property owner land use proposals, standards and policies derived from City planning documents and programs, and regulations intended to ensure that development in the Specific Plan area complies with the City of Visalia *General Plan*.

Purpose and Scope of Plan

The purpose of the *Demaree/Caldwell Specific Plan* is to establish the policy framework and guidelines for the long-term evolution and development of land uses and supportive infrastructure and services for the Plan Area, and to identify the type, nature and phasing of commercial, office and residential development in the City's Southwest Community Center. Caldwell Avenue, a major east-west arterial traffic route through the community, comprises the northerly boundary of the Plan Area. Demaree Road bisects the Plan Area, and this proximity substantially influences the potential development and long-term use of the Plan Area. All of the Plan Area is within the corporate limits of the City of Visalia. Accordingly, preparation and adoption of this specific plan has been undertaken to govern the long-term development of the Plan Area in accordance with the City's *General Plan* land use policies.

The Plan Area Boundary for this plan is illustrated by Figure 1. In total, the Plan Area includes approximately 66 gross acres. Selection of the Plan Area was based upon the following criteria:

- ▶ The adopted Visalia *General Plan* which designates 51 acres of "Community Center Commercial" land use for the Demaree/Caldwell intersection Plan Area; the actual distribution and configuration of this development was deferred to the preparation of this specific plan;
- ▶ The distribution of land ownership and parcelization of the Plan Area creates limits regarding the configuration of prospective development of the site;



DEMAREE/CALDWELL SPECIFIC PLAN
PLAN AREA BOUNDARY

FIGURE 1



NO SCALE

QUAD

- ▶ The need for redistribution of 27 acres of regional retail uses for Mooney Boulevard to Community Commercial Centers as described in the 1995 *Circulation Element Update*; and,
- ▶ The opportunity to develop Demaree Road as a scenic gateway into the community as designated by the *Land Use Element* policy 1.1.11.

The "planning period", the time frame the plan is intended to address, is twenty-three years, to the year 2020. This time frame is consistent with the *Land Use Element* of the *General Plan*. At the same time, it is acknowledged that the full development of the Plan Area is likely to occur within a much shorter time frame since it is within the City's existing Urban Development Boundary. However, the City has expressed its intent that the *Demaree/Caldwell Specific Plan* establish standards and policies which will be applicable to the Caldwell and Demaree corridors, the development of which may extend over the longer time frame.

Legal Basis for Plan

As provided for in Sections 65450 through 65457 of the *California Government Code*, and described in the *State General Plan Guidelines* promulgated by the State Office of Planning and Research (OPR), a specific plan is a tool for the "systematic implementation" of the general plan of a local jurisdiction. Following the prescribed requirements of the referenced sections of the *Government Code*, a specific plan is to be composed of text and diagrams which:

- ▶ Depict the distribution, location and extent of land uses within the area covered by the plan;
- ▶ Describe the proposed distribution, location, extent, and intensity of major components of public and private infrastructure (e.g. sewage, water, drainage, solid waste disposal, energy, transportation, and related systems and facilities);
- ▶ Establish standards and criteria for the progress of development of the Plan Area and for the conservation, development, and utilization of natural resources, where applicable; and,
- ▶ Spell out an implementation program to carry out the goals and policies of the plan, including regulations, programs, public works projects, and potential financing strategies and measures.

A specific plan may also include any other subjects which are, in the determination of the City, necessary to facilitate implementation and administration of the General Plan as it affects the specific Plan Area. Specific plans must be consistent with the City's applicable General Plan elements. Another required component of a specific plan is a statement documenting the precise relationship of the plan to the City's *General Plan*.

Specific plans are a comparatively common tool among California communities for implementing general plan policies and programs, particularly in instances where the planning environment is unusually sensitive or where planning issues are more complex. In the City of Visalia, seven prior specific plans have been adopted: the *Northeast Area Specific Plan*, governing the long-term development of about 1,700 acres in the northeast quadrant of the community; the *Modoc Specific Plan*, addressing development of just over 300 acres in north-central Visalia (no longer in effect); the *West Visalia Specific Plan*, encompassing approximately 3,850 acres along the Highway 198 corridor in the westerly extreme of the City; the *Togni Specific Plan* which guides the development of the northeast and northwest areas of Caldwell Avenue and Demaree Road; the *Caldwell 51 Specific Plan* which provides development guidance of 55 acres along Caldwell Avenue east of Mooney Boulevard; the *Togni PUD* and, the *Country Club Estates Specific Plan*. In these specific plans, planning and development policies and standards were prescribed at a significantly greater level of detail than in the City's overall general plan, and were accompanied by a variety of programs and measures to accomplish their implementation. As reflected by the examples of these prior plans, the specific plan concept is utilized by the City as both a regulatory and a policy approach to local planning issues.

Historical Background

With the adoption of the *Land Use Element* to the General Plan in 1991, the Visalia City Council created the designation of "Community Center" to 123 acres of land in the Demaree/Caldwell area. This designation was meant to provide for an integrated mix of commercial, office, residential and public institutional land uses for this quadrant of the City. This Community Center Specific Plan is meant to serve the needs of the community in the southwest area of Visalia.

Land Use Element 3.5.8 states: "*Develop Community Centers for community-scale shopping with a wide range of commercial goods and services. Uses in the Community Centers shall be community-, neighborhood-, or convenience-level draw only. No uses which are primarily of regional draw or uses which would compete with Core Area uses shall be permitted.*"

Community Centers shall be developed as part of a Specific Plan for each of these areas. Each such Specific Plan shall designate the layout of improvements and land uses, development phasing and architectural standards. Specific phases or land uses which are found to be competitive with regional retail or Core Area land uses shall not be permitted or be designated for implementation in a time period which would conflict with other commercial and office development goals.

General guidelines for development shall be 20-30 acres of community-level retail and ancillary facilities, and up to 10 acres of Garden offices for each quadrant of the community served. Supporting facilities shall include up to 20 acres of multi-family residential development and a minimum of 20-30 acres for institutional facilities (churches, senior

residential) facilities, to be integrated into Community Center commercial area with public art and open space. The precise distribution of uses shall be determined at the time of development of a specific plan for the Community Center.

In 1995, a coalition of property owners in the Plan Area retained Quad Knopf to facilitate the implementation of a Specific Plan to address design issues and to insure a balance in land use distribution and requirements as specified by the *Land Use Element*. Quad Knopf has meet with city staff on numerous occasions to address question and concerns needed to formulate this detailed plan

On April 1, 1996 the City Council adopted General Plan Amendment No. 9513 and Change of Zone No. 9514, amending the allocation of distributed land designated as Community Center by the *General Plan*. The City Council expressed a great deal of confidence in the property owners' ability to implement a comprehensively planned center with a high degree of landscaping along Demaree and Caldwell Road, and to develop signage and architectural guidelines to ensure design compatibility. This amendment was adopted based in part on the expectation that, when developed, Demaree Road and Caldwell would be scenic entrances to Visalia. A higher density of landscaping and use of greater setbacks than currently prescribed by the current *Zoning Ordinance* would facilitate this.

On Monday, April 21, 1998 the City Council, after a public hearing, re-introduced Ordinance 96-03 establishing the zoning for the properties in the Plan Area. This step was taken because of the delay between first introduction of the ordinance and complete agreement thereto by all affected property owners.

Plan Formulation Process

Preparation and adoption of the *Demaree/Caldwell Specific Plan* has involved a process which combines technical analysis and study with a strong commitment to integrate the plan with other policy efforts in progress at the City staff level. The plan has evolved through a process of extensive dialogue among staff, the property owners and their representatives, and the City's Planning Commission and Council. The final concepts included among the plan's land use proposals, design and development standards, are a reflection of the concerns of all of these parties. Actual buildout of the Plan Area, in accordance with the principles and policies set out in the plan, will conform to the standards of the plan, as well as to those prescribed by the City's underlying General Plan, zoning, and related policies and standards.

The Specific Plan is intended to achieve the following:

1. Common design guidelines for properties in the specific Plan Area;
2. A mixture of residential, commercial and office uses;
3. A diverse mixture of commercial services and retail goods;

4. Design guidelines which provide for the establishment of an attractive gateway to Visalia;
5. An infrastructure phasing and financing program that equitably allocates development cost responsibilities to the City and to individual property owners; and,
6. Reduction of subsequent traffic studies, conditional use permits or other discretionary approvals which would duplicate this Plan.

Based upon an initial study of the project's potential effects upon the environmental setting of the Plan Area and community at-large, the City has determined that although there are impacts which were not addressed in the *Land Use Element Environmental Impact Report*, such effects are not considered to be significant. Accordingly, a negative declaration was prepared and adopted for changes that occurred subsequent to certification of the *Land Use Element Environmental Impact Report*.

Content and Format of Plan Document

The content and format of this plan document correspond to the requirements of the California Government Code and the *State General Plan Guidelines* for the preparation and adoption of specific plans and Chapter 12.04 of the Visalia Ordinance Code. Subsequent chapters of this document include a summary description of existing conditions in the Plan Area; a definition of the goals and policies for the Plan Area land use, circulation, design and infrastructure development plan for the area; development standards and design guidelines for the various elements of the plan; and implementation measures and programs to accomplish the goals and policies of the plan.

Accompanying the plan text is the required plan diagram, which outlines and delineates the distribution and intensity of Plan Area land uses, major circulation system components, and other important public facilities and infrastructure.

EXISTING CONDITIONS IN PLAN AREA

2

EXISTING CONDITIONS IN PLAN AREA

The overall Plan Area for the *Demaree/Caldwell Specific Plan* encompasses approximately 66 gross acres (62.31 net acres). The area lies near the southerly limits of urban development in southwest Visalia, in a vicinity currently characterized by a mix of both urban and agricultural land uses. The Plan Area is bounded by Caldwell Avenue to the north, an extension of Chinowth Road to the west, Demaree Road dividing the center and Packwood Drive (and its extension) to the south. Figure 2, on the following page, depicts the location of the Plan Area in relationship to the rest of the community.

Definition of Plan Subareas

The Plan Area has been divided into five subareas to facilitate the analysis of the specific planning issues particularly applicable to each. Figure 3 illustrates the distribution of these subareas. Designation of each subarea was based upon two factors: (1) existing topographic and land use features; (2) relationship to the issues associated with proposed land uses and development for each; and, (3) separation of the Plan Area by existing roadways. Brief descriptions of the characteristics of each subarea are set out in the following paragraphs.

Subarea A

This plan subarea is comprised of approximately 28.73 acres located on the south side of Caldwell Avenue with Demaree Road bounding the east and the Chinowth Road extension to the west of this Plan Area. At this present time, a convenience store and office complex are located at the northwest corner of this subarea. Adjacent to the commercial development is a small apartment complex comprising 4 units as well as four single-family residences located along Caldwell Avenue. An existing church lies approximately at the mid-point of the subarea along Demaree Road south of Caldwell Avenue frontage. The balance of the area is open agricultural land use and is planted in row crops.

Subarea B

This subarea totals approximately 8.28 acres of land located on the south side of Caldwell Avenue with Demaree Road bounding the west side. At the present time, most of this ground lies fallow, with the exception of a single-family residence located toward the northeast portion of the subarea.

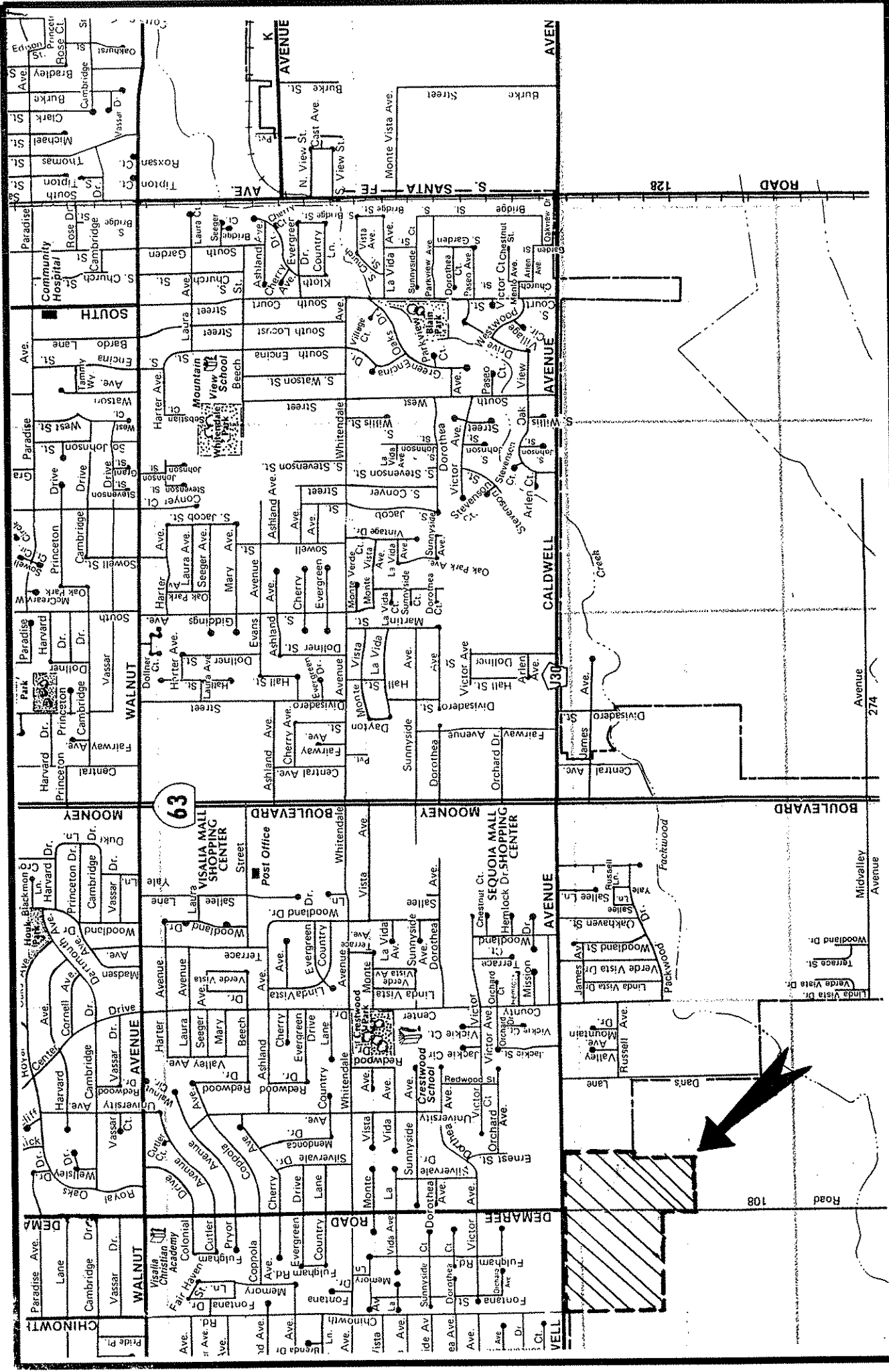
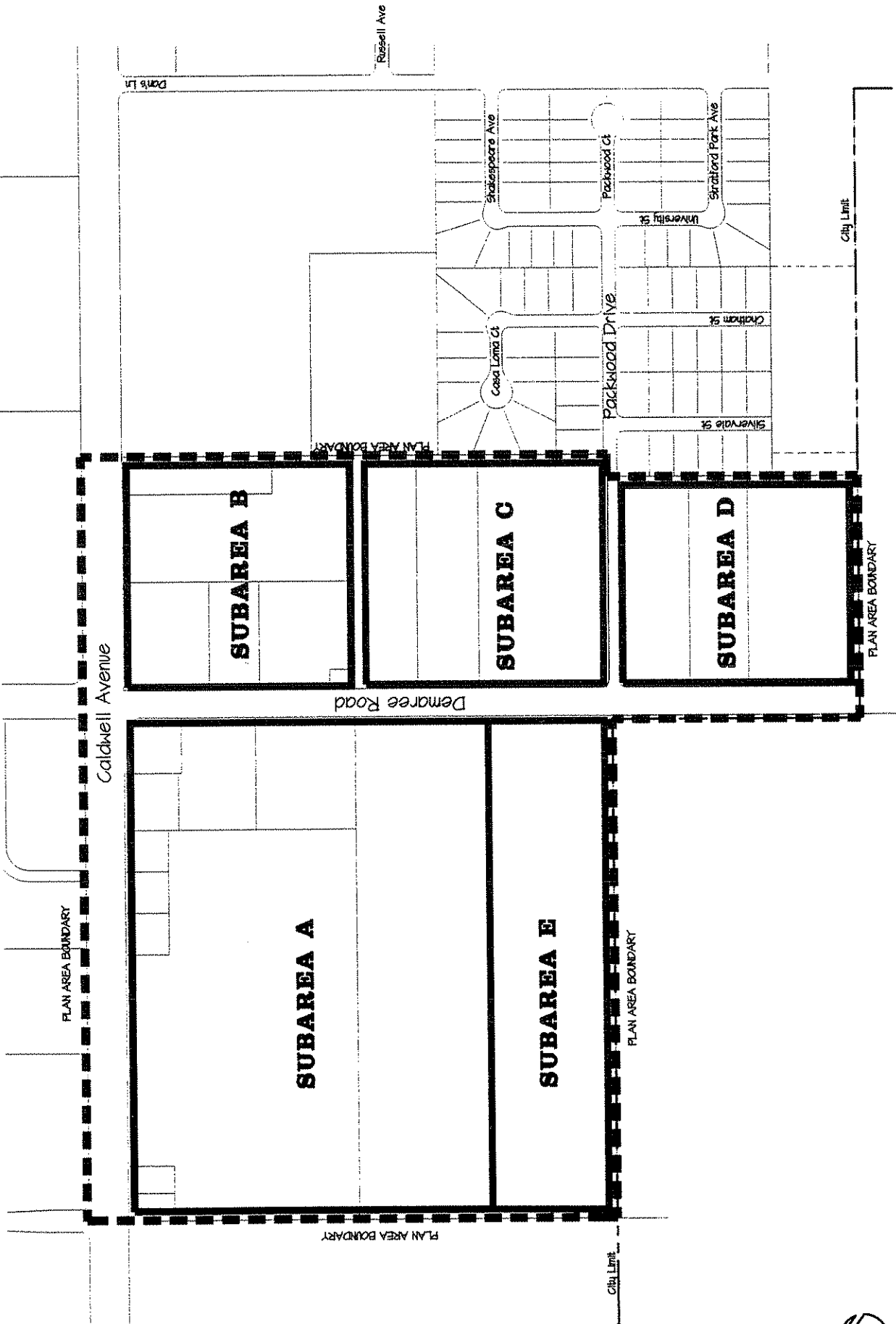


FIGURE 2

DEMAREE/CALDWELL SPECIFIC PLAN
LOCATION MAP



DATE: 11/14/01



DEMAREE/CALDWELL SPECIFIC PLAN
PLAN AREA SUBAREAS

FIGURE 3



QUAD

Subarea C

Subarea C contains approximately 8.97 acres of land. This area is bounded by Demaree Road to the west and Packwood Drive to the south. Two single family dwellings are located on the northerly half of the subarea.

Subarea D

Subarea D consist of approximately 7.67 acres of land. This subarea is bounded by Demaree Road to the west and Packwood Drive to the north. The land is presently vacant.

Subarea E

This subarea is bounded by Demaree Road to the east, an extension of Packwood Drive to the south and an extension of Chinowth Road to the west. Subarea E consist of approximately 8.66 acres of land. The present use of the this land is field crops.

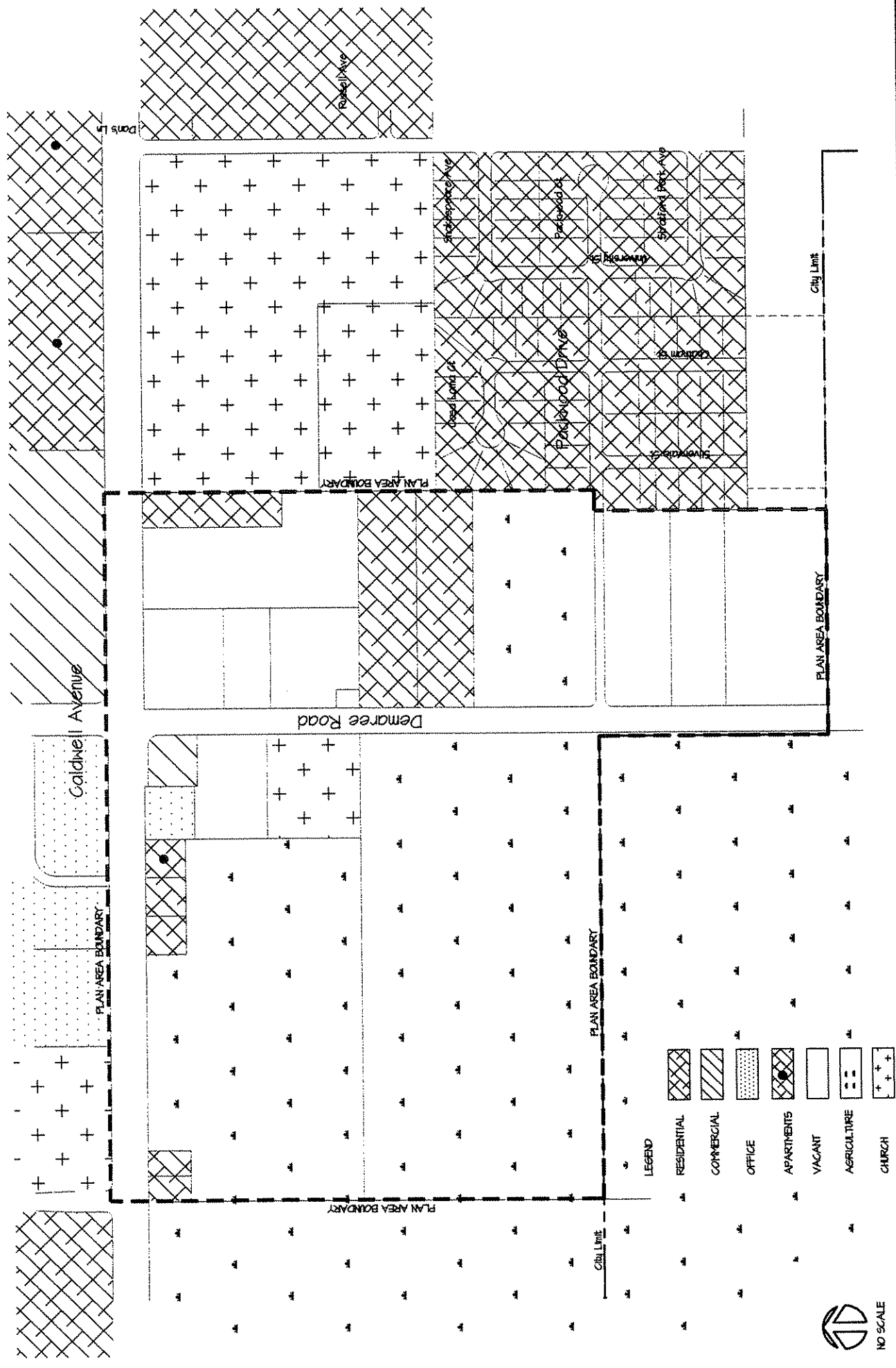
This separation into subareas is for the purpose of analytic or descriptive convenience only. Planning uses are interrelated and the plan should be considered a whole.

Current Plan Area Land Uses

Figure 4 depicts the extent and character of existing land uses in the Plan Area and surrounding vicinity. As this figure illustrates, the Plan Area itself is devoted to a mix of uses including quasi-public, convenience, commercial, residential, and agricultural production at this time. Surrounding uses include a mixture of quasi-public and commercial development to the north; residential development and agriculture to the west, residential development to the east; and agriculture to the south.

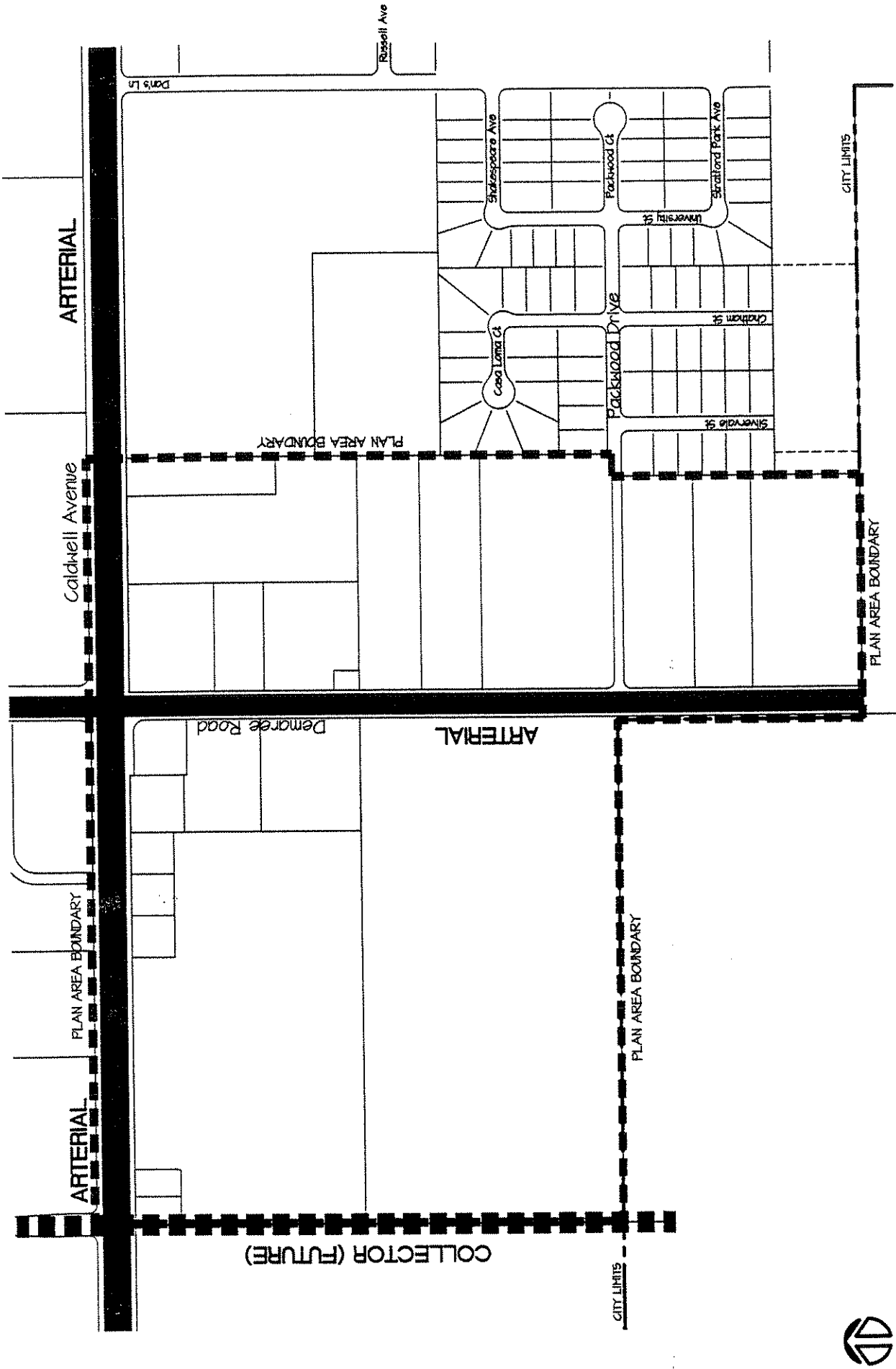
Existing Traffic Circulation System - Plan Area and Vicinity

The currently planned traffic circulation system serving the Plan Area and surrounding vicinity is illustrated in Figure 5. The principal existing components of this system are Demaree Road and Caldwell Avenue, both designated as arterials and slated to carry very substantial traffic volumes through this portion of Visalia. At present, Caldwell Avenue has an average daily traffic (ADT) volume of approximately 18,000 and Demaree has a traffic volume of 12,400 ADT. By the year 2020, it is projected that this stretch of Caldwell Avenue may carry between 35,475 and 38,169 ADT and Demaree Road 18,595 to 19,020 ADT according to the Countywide traffic model with 2020 land uses. Caldwell and Demaree are to be improved with landscaped medians and appropriate left turn "pockets", intersection signalization, and related improvements intended to render these streets capable of carrying the projected traffic volumes. The Chinowth Road extension is the westerly boundary of the Plan Area. The southerly extension of Chinowth is not yet an adopted component; however, it is proposed as part of the current *Circulation Element* update.



DEMAREE/CALDWELL SPECIFIC PLAN
EXISTING LAND USES





DEMAREE/CALDWELL SPECIFIC PLAN
 TRAFFIC CIRCULATION SYSTEM



NO SCALE

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Existing Plan Area Infrastructure

Water supply to the Plan Area and surrounding vicinity is provided by the California Water Service Company. An eight-inch main presently exists in Caldwell Avenue, adjacent to the Plan Area. Based upon contacts with officials of the California Water Service Company, the supply of domestic water to the Plan Area is adequate to serve urban development.

Sewer service to the Plan Area is available from the City of Visalia. There is currently a twenty-four-inch trunk sewer main in Caldwell Avenue, adjacent to the site, with adequate capacity to accommodate anticipated flows from Plan Area development. The City's wastewater treatment and disposal facilities, located west of Highway 99 approximately five miles from the Plan Area, also have adequate current capacity to accept waste flows from plan-related development.

Because of its predominantly undeveloped nature, the Plan Area is not served by any improved storm drainage facilities at this time. With the exception of the convenience store and office complex natural storm runoff is currently either absorbed or evaporated on-site. Subsequent to development, storm drainage improvements will be necessary to handle the increased runoff typically associated with the overcovering of more permeable soils with hardscape surfaces. It is expected that these improvements will be a combination of on-site privately-maintained curbs, gutters and catch basins and an offsite basin and disposal facility on Packwood Creek. The City has adopted a storm drain master plan, which projects that collection, on-site detention, discharge to Packwood Creek, and ultimate disposal in downstream retention basins, will accommodate Plan Area development-generated storm runoff.

Electrical service to the vicinity of the Plan Area is provided by the Southern California Edison Company; natural gas service is supplied by the Southern California Gas Company; telephone service is provided by the Pacific Telephone Company, in combination with affiliated or supportive long-distance services. All of these utilities currently have major lines in Caldwell Avenue and indicate that extension of service to plan-related development would be routine.

Identified Issues of Significance in Determining Plan Approaches

An early step in the process of developing the *Demaree/Caldwell Specific Plan* was the identification of issues which might potentially be influential or determinant in the establishment of the ultimate nature and content of the plan. A number of meetings with City staff were conducted to secure input to the applicants regarding concerns which would potentially affect the planning process. In the following paragraphs of this section, the issues perceived by property owners, the City staff, the Planning Commission, the City Council, and others as being important to shaping the plan are restated. Each issue and/or constraint is listed in the context of the general aspect of the Plan Area environment or planning process to which it most appropriately applies.

Land Use

- ▶ The *Land Use Element* did not spell out a specific implementation strategy for the Community Center areas. Instead, specific plans were to be developed to designate “the layout of improvements and land uses, development phasing and architectural standards.”
- ▶ The northeast corner of Demaree and Caldwell, an original component of the Southwest Community Center is currently developed to a large, single-use tenant. To ensure that the Community Commercial area south of Caldwell provides for convenience, neighborhood and community convenience uses, a mixture of sizes is provided.
- ▶ The intersection of Demaree and Caldwell provides connection to the west, east, north and south. Commercial development at this regional “node” will reduce the need for commercial development elsewhere in the community.
- ▶ The Plan Area is comprised of properties ranging in size from .07 acres to 19.36 acres. Development plans must provide sufficient flexibility to permit individual property owners to proceed with development.
- ▶ Development of commercial and office uses in the Plan Area is to be accomplished in a manner such that potential impacts upon anticipated future residential land uses adjacent to the east and south are minimized.

Circulation

- ▶ The Plan Area will require access from both Caldwell Avenue and Demaree with a controlled signalized intersection at Demaree and Caldwell Avenue, and at Demaree and Packwood.
- ▶ Left turn pockets and “worms” are proposed to provide accessibility to Plan Area parcels while maintaining traffic flows.
- ▶ Consistent with the City's designation of Caldwell Avenue and Demaree Road as arterial traffic routes, driveway access to these streets from abutting private properties is to be limited consistent with *Circulation Element* standards.

Urban Design and Aesthetics

- ▶ The landscape and aesthetic treatment of the Caldwell Avenue and Demaree Road frontages in the Plan Area is important.
- ▶ General design standards will be required for all on-site improvements, to ensure attractive development of the Plan Area, and mitigation of light and glare and

noise impacts on surrounding land uses, and design consistency from project to project. However, adequate flexibility is reserved for individual property design.

Administration and Implementation

- ▶ Flexibility in the administration of the plan will be essential. The plan will, therefore, specify development capacities, phasing criteria and performance standards. Further, the Specific Plan will identify infrastructure financing responsibilities and phasing requirements for improvements.

**DEVELOPMENT PLAN FOR THE
DEMAREE/CALDWELL AREA**

3

DEVELOPMENT PLAN FOR THE DEMAREE / CALDWELL AREA

This chapter outlines and describes the elements of the proposed development plan for the objectives and policies of this specific plan. There are five separate elements of this development plan: plan goals, the land use and circulation plan, plan policies, public facilities and services and project design.

Plan Goals

The *Demaree/Caldwell Specific Plan* has been developed to facilitate the attainment of the goals and objectives of the General Plan of the City of Visalia. In furtherance of this purpose, specific goals and policies have been formulated which apply to the Plan Area and are an integral part of the plan.

A *goal* is a "direction-setter". It is an ideal future end, condition or state related to the public health, safety or general welfare, toward which planning or implementation measures are directed. A goal is a general expression of community values and, therefore, is abstract in nature. Consequently, a goal is typically not quantifiable, time-oriented or suggestive of specific actions for its achievement.

An *objective* is a quantifiable or measurable target that represents an incremental step toward achievement of a specified goal. Objectives can be stated in quantitative terms or as measurable milestones to measure progress towards a goal.

A *policy* is a specific statement that guides decision-making. It indicates a clear commitment of the local legislative body. A policy is best stated when it is clear and unambiguous. Policy statements form the foundation of this specific plan in guiding future development patterns and intensities in the Plan Area.

Policies applicable to the development and use of the Plan Area are set out in a subsequent section of this chapter, corresponding to each subarea of the overall Plan Area. The following, more general, statements represent the *goals* of the City of Visalia in preparing, adopting and implementing the *Demaree/Caldwell Specific Plan*:

1. Establishment of land use and development patterns for the *Demaree/Caldwell* area which are compatible with the capacity of the land and supportive infrastructure to accommodate them and which are sensitive to the environmental setting into which they are introduced.

2. Provision of additional opportunities for the local development of large-scale retail commercial outlets at accessible and appropriate sites.
3. Creation of office development opportunities.
4. Provision of an opportunity to develop professional offices serving the southerly portion of the community, taking advantage of the Plan Area's Demaree Road exposure to develop a high quality scenic corridor.
5. Assurance that the quality and character of development to take place in the Plan Area is equivalent or superior to that of the development which has occurred already in similar areas elsewhere in the community.
6. Provision for an orderly and efficient transition between commercial and residential land uses.
7. Provision for equitable and appropriate economic returns from lands located within the Plan Area.
8. Establishment and maintenance of balance between the interests of private property ownership and the general benefit and welfare of the community at-large.
9. Establishment of standards for the development of landscaping, street furnishings, setbacks, and quality and character of land uses.
10. Protection of the quality of life enjoyed by residents in the vicinity of the Plan Area from unreasonable alteration or disruption.
11. Balance between the need to minimize potentially adverse effects upon the community and regional environments associated with economic and population growth and the demand for such growth and its positive impacts upon the public welfare.

The plan should also promote the following *Land Use Element* objectives and implementing policies.

Land Use Element Objectives

- 3.5A *Maintain Visalia's role as the regional retailing center for Tulare and Kings Counties.*
- 3.5B *Ensure the continued viability of Visalia's existing commercial areas.*

- 3.5C *Promote comprehensively planned, concentric commercial areas to meet the needs of Visalia residents and its market area.*
- 3.5D *Create and maintain a commercial land use classification system (including location and development criteria) which is responsive to the needs of shoppers, maximizing accessibility and minimizing trip length.*
- 3.5E *Designate appropriate and sufficient commercial land for Visalia's needs to the year 2020 with appropriate phasing.*

Land Use Element Implementing Policies

- 3.5.1 *Ensure that future commercial development is concentrated in shopping districts and nodes to discourage expansion of new strip commercial development.*
- 3.5.2 *Ensure that commercial development in residential areas serves the needs of the area and includes site development standards which minimize negative impacts on abutting properties.*
- 3.5.4 *Designate land areas in 10-year increments for future commercial and office development. Commercial and office areas outside of the Urban Development Boundary shall be designated for commercial or office "reserve". These areas are to be zoned for agriculture and may be rezoned for commercial use upon the following findings by the Planning Commission and City Council:*
 - a. *Property is necessary to meet the needs of the shopping public.*
 - b. *Property is adequately served or will be adequately served by public facilities including streets, sewerage, police and fire protection, water supply, and other facilities.*
 - c. *Properties located within the previous boundary are developed or do not provide the likelihood of being developed in the time frame appropriate to meet the needs of the community.*
 - d. *Properties are determined to provide a significant social and economic benefit to the community.*
- 3.5.8 *Develop Community Centers for community-scale shopping with a wide range of commercial goods and services. Uses in the Community Centers shall be of community-, neighborhood-, or convenience-level draw only. No uses which are primarily of a regional draw or uses which would compete with Core Area uses shall be permitted. Locations shall be limited to arterial intersections which have connections to freeway access and adequate north-south and east-west circulation. General locations for community centers are as follows:*

- a. *Northeast, northwest or southeast corner of Riggin and Highway 63.*
- b. *Demaree and Caldwell.*
- c. *Lovers Lane between the Parkway and Caldwell. (Reserve)*
- d. *Northeast corner of Demaree and Riggin. (Reserve)*

Community Centers shall be developed as part of a Specific Plan for each of these areas. Each such Specific Plan shall designate the layout of improvements and land uses, development phasing and architectural standards. Specific phases or land uses which are found to be competitive with regional retail or Core Area land uses shall not be permitted or be designated for implementation in a time period which would conflict with other commercial and office development goals.

General guidelines for development shall be 20-30 acres of community-level retail and ancillary facilities, and up to ten acres of Garden offices for each quadrant of the community served. Supporting facilities shall include up to twenty acres of multi-family residential development and a minimum of 20-30 acres for institutional facilities (churches, senior residential) facilities, to be integrated into Community Center commercial area with public art and open space. The precise distribution of uses shall be determined at the time of development of a specific plan for the Community Center.

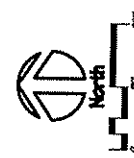
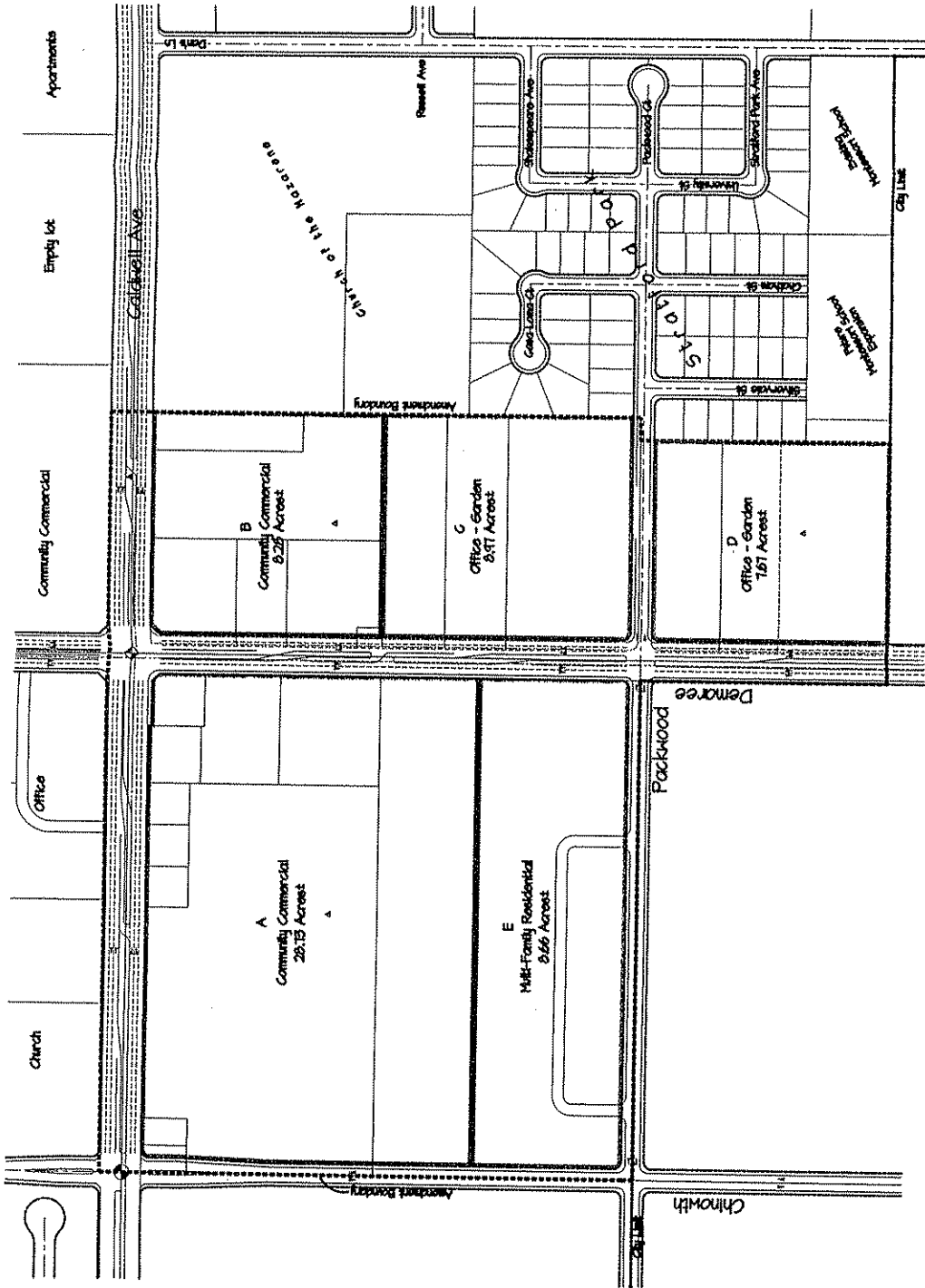
A new zone shall be created to facilitate the development of the Community Center commercial area to ensure compatibility with the adjacent neighborhood and to ensure that the center does not conflict with regional retail or core area development objectives.

Intersections at the Community Centers shall be developed with high landscaping, setback, and architectural standards to minimize negative impacts on the surrounding neighborhood.

Land Use and Circulation Plan

An underlying, fundamental, issue in the analysis of land use alternatives and patterns for the Plan Area was the necessary configuration of the proposed community commercial site in order for it to be optimally developable for large-scale outlets. Associated with this issue was the concern for access to the site in such a manner that provided for even traffic flow with minimum disruption to through traffic on Caldwell Avenue or Demaree Road, while still affording convenient ingress and egress to the development on-site.

The land use and circulation plan for the Plan Area is included in this document (Figure 6). The plan prescribes permitted land uses for each segment of the overall Plan Area, reflects



NO.	DESCRIPTION	DATE	BY	FOR
1	PRELIMINARY PLAN	11/15/16	JK	JK
2	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK
3	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK
4	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK
5	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK
6	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK
7	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK
8	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK
9	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK
10	CONCEPTUAL DEVELOPMENT PLAN	11/15/16	JK	JK

Conceptual Development Plan
Caldwell-Demaree
 Caldwell-Demaree, Visalia, California



Figure 6

permitted development densities and intensities, identifies the anticipated circulation system to support development of the area as provided for by the plan, and delineates other significant features as called for by State planning law. The plan diagram is supplemented by detailed design and development standards, set out in a subsequent section of this document. In addition, it is the intent of this Specific Plan to encourage project design(s) which encourage pedestrian inter-access between the various land uses accommodated by the Plan.

Table 3-1 summarizes the land uses allowed by the plan for each of the overall subareas. It will be the approach of the plan to prescribe development "entitlements" for each subarea, corresponding to the specified land uses and development intensities set out in this document and on the plan diagram. Simply, for each subarea, subject to design and site plan approvals by the City and conformance with other design and development standards adopted and established by the City in addition to this plan, a developer can build any of the types of uses allowed by the City zoning ordinance.

TABLE 3-1

**Summary of Permitted Land Uses
And Development Intensities**

Subarea Designation	Net Acreage of Subarea	Permitted Land Uses	Potential Development Yield¹
A	28.73	Community-Level Retail Commercial	312,500 sq. ft.
B	8.28	Community-Level Retail Commercial	93,800 sq. ft.
C	8.97	Office Garden	97,700 sq. ft.
D	7.67	Office Garden	83,500 sq. ft.
E	8.66	High Density Residential	147 units

¹ Community Commercial and Office Garden, 25% building coverage of net acreage; High Density Residential, 17 units per acre.
Demaree/Caldwell Specific Plan
Quad Knopf, Inc.

Trip generation from each of the respective subareas was calculated as follows:

TABLE 3-2

**Average Daily Traffic (ADT)
Trip Generation Calculation – Driveway Volumes**

Subarea	Land Use			ADT, Driveway Volumes
	Community Commercial	Garden Office	High Density Residential	
A	13,062			13,062
B	3,920			3,920
C		1,191		1,191
D		1,018		1,018
E			911	911
Totals	16,982	2,209	911	20,102

Community Commercial: 41.8 trips per 1000 sq. ft. bldg. x 312,500 sq. ft. (A) and x 93,800 sq. ft. (B) (p.1234, ITE Trip Generation, Fifth Edition)

Garden Office: 12.2 trips per 1000 sq. ft. bldg. X 97,700 sq. ft. (C) and 83,500 sq. ft. (D) (p. 952, ITE Trip Generation, Fifth Edition)

High Density Residential: 6.2 trips per unit x 147 units (p. 311, ITE Trip Generation, 5th Edition)

NOTE: Calculations based on formulas, not Tables, and on combined community commercial and combined office garden square footages.

The above traffic generation calculations result in projected driveway volumes. No reduction has been made in this Table for “passby” trips that will utilize the planned facilities, or for overall reduction in traffic generation associated with the integration of the planned land uses. Incremental roadway traffic volumes will be lower. Section 4 will calculate such incremental roadway volumes for purposes of determining appropriate traffic impact fees.

Subarea A

Subarea A is designated by the plan for community-level retail development. Subsequent to required right-of-way dedication for Demaree Road and Caldwell Avenue, a developable area of 28.73 acres would remain. Design analysis indicates that 312,500 square feet of gross leasable commercial building area, accompanied by the required parking, landscaping, on-site circulation, and other site improvements can be developed on the segment of the Plan Area at twenty-five percent coverage. Access points are to be along Caldwell Avenue, and along Demaree Road, with the final locations of such access points to be determined during site design. Access on the west side of the development would be provided from a southerly extension of Chinowth Road. Building orientation would be toward both Demaree Road and Caldwell Avenue. Improvements to Demaree Road, Caldwell Avenue and Chinowth Road frontages of this subarea would be required, and would be completed, at the time of development.

Subarea B

Subarea B is also designated by the plan for community-level retail development. Subsequent to the required dedication along the Demaree Road and Caldwell Avenue frontages, 8.28 acres of developable area would remain in this subarea. Design analysis indicates that 93,800 square feet of gross leasable commercial building accompanied by the required parking, landscaping, on-site circulation, and other site improvements can be developed in this subarea, based upon twenty-five percent building coverage. As with subarea A, the required improvements on the Demaree Road and Caldwell Avenue frontages would be completed at the time of development. Access to the subarea B would be facilitated by the use of two entrance/exit driveway, one each along Caldwell Avenue and Demaree Road. A left turn "worm" from Caldwell would provide direct access for westbound traffic.

Subarea C

Development of Subarea C under this plan would be comprised of 97,700 gross square feet of garden office space at an assumed 25% building coverage of net land acreage. Access to the development would be comprised of one entrance/exit driveway along Demaree Road and one entrance/exit driveway along Packwood Avenue. Improvements to adjacent portions of Demaree Road and Packwood Drive would be required in conjunction with the development of the subarea.

Subarea D

This area, as designated by the plan, would be comprised of 83,500 gross square feet of garden office uses at an assumed 25% building coverage of net land acreage. Access to the this area, like Subarea C, would be one entrance/exit on Demaree road and along Packwood Drive. All required improvements along the adjacent Demaree Road and Packwood Drive frontages would be required to be constructed at the time this area is developed.

Subarea E

The development of Subarea E under the *Demaree/Caldwell Specific Plan* would provide up to 147 units of high density residential housing assuming 17 units per net acre. Access to this segment of the overall Plan Area would be from a westerly extension of Packwood Drive. The development of this portion of the Plan Area will be consistent with Subarea D in terms of the landscaped corridor along Demaree Road.

Plan Policies

The policies set out in the following paragraphs are intended to govern the overall scope and character of prospective future development in the Plan Area. These policy statements form the basis for determining whether or not a specific development proposal conforms to the specific plan. They are established in order to provide clear guidelines to the City and

potential developers alike for the formulation, review and approval of projects. It should be emphasized that these policies augment applicable policy statements set out in the City's *General Plan*. Where policies and standards prescribed by this plan are more restrictive or specific than those in the *General Plan* or *Zoning Ordinance*, however, the text of this plan shall prevail.

General

The following policies are applicable to the Plan Area in its entirety:

- G-1 The Plan (Figure 6) accompanying this text shall be regarded as prescribing the distribution of land uses for the Plan Area. The locations and patterns of arterial and collector streets shall be regarded as fixed by Figure 6, as well. Unless otherwise prescribed by this plan, the specific location of median breaks, network of local streets and on-site circulation characteristics for any segment of the Plan Area shall be subject to City review and approval of specific development plans and designs. Transit stops shall be provided at locations determined by the City at site plan review.
- G-2 Design and development standards as set out in this plan and in other City plans, policies and ordinances adopted and in effect at the time of any design review shall be applied to all projects in the Plan Area, to ensure the highest possible quality and character of development. The relevant provisions of the City's *General Plan* and *Zoning Ordinance* shall apply to all development and uses in the Plan Area, except where the standards and conditions prescribed by this plan are more restrictive, in which case this plan shall prevail.
- G-3 The ultimate objective of the Specific Plan is to facilitate the development of a community commercial center which has a combination of professional offices, general commercial uses, general retail/drug store, food service uses, professional office uses, and residential uses in conformance with Policy 3.5.8, Policy 3.6.2 and the other applicable policies of the *General Plan*.
- G-4 For any subarea which is to be implemented in more than a single phase, the developer(s) shall be required to provide a phasing plan to the City. This plan will be applicable to all future development of the Plan Area and shall be enforceable upon all future owners and/or developers of the properties included within the boundaries of the area.
- G-5 All costs for traffic facilities not funded by traffic impact fees but required to support development of the Plan Area, which can partially be attributed to Plan Area development, shall be borne by each development subarea in proportion to the incremental traffic generated by such development as calculated in Section IV of this Specific Plan. All costs for sewer, water and storm drainage facilities

required to serve each Subarea shall be borne by that Subarea at the time of its development.

- G-6 This plan provides a detailed level of planning prior to development. Consequently, permitted uses in conformance with this plan will not require subsequent environmental or traffic analysis.

Subarea A

The following policies are applicable to Subarea A:

- A-1 The maximum development intensity for individual land uses in Subarea A shall be:
1. 312,500 square feet Gross Leasable Area (GLA) of community center commercial.
 2. Further, development intensity and type shall be limited as follows, except that exceptions thereto may be approved by the City upon presentation of documentation as to community need:
 - a. No more than fifteen percent of maximum allowable GLA shall be devoted to professional office uses.
 - b. No building providing a single type of merchandise (e.g., food, hardware, general drug store, restaurants, personal service, automotive uses, etc.) shall comprise more than twenty percent of the maximum allowable subarea GLA. Where a tenant contains multiple lines of merchandise (e.g., grocery, drug, general merchandise), the maximum building size shall not exceed forty percent of total subarea GLA.
- A-2 Land uses and development in Subarea A shall conform to the requirements of the equivalent zone district (or its equivalent or comparable zone, should the City's *Zoning Ordinance* be modified) as set out in the City of Visalia's *Zoning Ordinance*, except as may otherwise be provided for specifically by this plan.
- A-3 Design and development standards shall ensure that nearby residential development is not adversely affected by commercial development which will take place in this subarea.
- A-4 Dedication and development of right-of-way along the subarea's frontages of Caldwell Avenue, Demaree and Chinowth Roads will be required in conjunction with development of this subarea to enable development and/or improvement of these streets to adequate standards as prescribed in the *Circulation Element* of the

City's *General Plan*. Access points shall be generally consistent with those shown on Figure 7.

- A-5 Development within Subarea A shall be designed in such a way as to appear that the development is continuous and related.
- A-6 Access from Caldwell into the subarea shall be provided through a left turn pocket, and from Demaree into the Subarea through a left turn pocket.

Subarea B

The following policies are applicable to Subarea B

- B-1 The maximum development intensity for individual land uses in Subarea B shall be:
 - 1. 93,800 square feet of GLA of community center commercial.
 - 2. Further, development intensity and type shall be limited as follows, except that exceptions thereto may be approved by the City upon presentation of documentation as to community need.
 - a. No more than twenty percent of the maximum allowable GLA shall be devoted to professional office uses.
 - b. No building with a single type of merchandise (e.g., food, hardware, general drug, personal service, etc.) shall comprise more than fifty percent of the maximum allowable GLA. Where a major tenant contains multiple merchandise lines (e.g. drug, grocery, soft goods, sundries, etc.), such major tenant shall not exceed eighty percent of total maximum allowable GLA.
- B-2 Land uses and development in Subarea B shall conform to the requirements of the equivalent zone district (or its equivalent or comparable zone, should the City's *Zoning Ordinance* be modified) as set out in the City of Visalia's *Zoning Ordinance*, except as may otherwise be provided for specifically by this plan.
- B-3 Design and development standards shall ensure that nearby residential development is not adversely affected by commercial development which will take place in this subarea.
- B-4 Dedication and development of right-of-way along the subarea's frontages of Caldwell Avenue and Demaree Road will be required in conjunction with development of this subarea to enable development and/or improvement of these streets to adequate standards as prescribed in the *Circulation Element* of the

City's *General Plan*. Access points shall be generally consistent with those shown on Figure 7.

- B-5 Development within Subarea B shall be designed in such a way as to appear that the development is continuous and related.
- B-6 A left turn pocket shall be provided on Caldwell to permit westbound traffic to enter the Subarea. A left-turn pocket shall be provided on Demaree to permit north bound traffic to enter the Subarea.

Subarea C

The following policies are applicable to Subarea C:

- C-1 The maximum development intensity for individual land uses in Subarea C shall be:
 - 1. 97,700 square feet GLA of professional office.
- C-2 Land uses and development in Subarea C shall conform to the requirements of the equivalent zone district (or its equivalent or comparable zone, should the City's *Zoning Ordinance* be modified) as set out in the City of Visalia's *Zoning Ordinance*, except as may otherwise be provided for specifically by this plan.
- C-3 Design and development standards shall ensure that nearby residential development is not adversely affected by commercial development which will take place in this subarea.
- C-4 Dedication and development of right-of-way along the frontages of Demaree Road and Packwood Drive will be required in conjunction with development of this subarea to enable development and/or improvement of these streets to adequate standards as prescribed in the *Circulation Element* of the City's *General Plan*. Access points shall be generally consistent with those shown on Figure 7.
- C-5 Development within Subarea C shall be designed in such a way as to appear that the development is continuous and related.
- C-6 In order to ensure that development in Subarea C is not adversely affected by the adjacent commercial development to the north, the common drive located between Subarea B and C shall be a one directional, right-turn only, drive.

Subarea D

The following policies are applicable to Subarea D:

- D-1 The maximum development intensity for individual land uses in Subarea D shall be:
 - 1. 83,500 square feet GLA of professional office use.
- D-2 Land uses and development in Subarea D shall conform to the requirements of the equivalent zone district (or its equivalent or comparable zone, should the City's *Zoning Ordinance* be modified) as set out in the City of Visalia's *Zoning Ordinance*, except as may otherwise be provided for specifically by this plan.
- D-3 Dedication and development of right-of-way along the frontages of Demaree Road and Packwood Drive will be required in conjunction with development of this subarea to enable development and/or improvement of these streets to adequate standards as prescribed in the *Circulation Element* of the City's General Plan. Each property comprising the subarea shall be responsible for development of its respective frontages.
- D-4 Development within Subarea D shall be designed in such a way as to appear that the development is continuous and related.
- D-5 Access to Subarea D from Demaree Road shall be limited to one driveway for ingress and egress.

Subarea E

The following policies are applicable to Subarea E:

- E-1 The development intensity permitted in Subarea E shall be limited to the equivalent of 147 multi-family residential units.
- E-2 Design and amenities associated with Subarea E shall be consistent with those typically associated with high density residential communities; privately-maintained landscaping will be created in conjunction with this development.
- E-3 Dedication and development of right-of-way along the frontages of Packwood Drive and Chinowth Road will be required in conjunction with development of this subarea to enable development and/or improvement of these streets to adequate standards as prescribed in the *Circulation Element* of the City's *General Plan*.
- E-6 All streets interior to the development in Subarea E shall be privately-owned and maintained.

Public Facilities and Services

Development of the Plan Area will include the creation of public improvements. Similarly, the introduction of commercial, office and residential development in the Plan Area will create increased demand for public services. The following paragraphs of this section describe the scope and nature of plan-related public facilities and discuss the manner in which essential public services will be provided to the Plan Area. The Summary section indicates the improvements that are required at each phase of development, and the allocation of improvement costs to each subarea.

Traffic Circulation System

Traffic circulation issues raised by the plan fall into two categories: (1) the internal circulation system required to accommodate Plan Area traffic; and (2) the relationship of plan-generated traffic to required traffic circulation system improvements on surrounding streets and roads. The internal traffic circulation system for the *Demaree/Caldwell Specific Plan* area has been established on the basis of the type and intensity of land uses prescribed by the specific plan. The plan calls for the predominant majority of traffic circulation improvements internal to the Plan Area to be on-site, rather than on public streets, with necessary reciprocal access easements to be required by the City during site plan reviewing.

Subareas A, B, C and D will be served by an internal traffic flow system providing access to planned uses and appurtenant parking as shown on Figure 7. The distribution of drive approaches in the Plan Area is as follows:

- Subarea A*
 - a. At full development, a minimum of two additional drive approaches located along Caldwell Avenue, one with left turn access.
 - b. At full development, a minimum of two additional drive approaches located along Demaree Road, one with left turn access.
 - c. Two drive approaches located along Chinowth Road extension (one approach for freight deliveries)

- Subarea B*
 - a. A minimum of one drive approach located along Caldwell Avenue (with left turn access)
 - b. A minimum of one drive approach located along Demaree Road.

- Subarea C*
 - a. Two drive approaches (right turn in and out only) along Demaree Road.
 - b. One drive approach along Packwood Drive.

- Subarea D*
 - a. One drive approach along Packwood Drive.
 - b. One drive approach located on Demaree Road (right turn in and out only).

- Subarea E*
 - a. Access to this subarea shall be from Packwood Drive.

All existing drive approaches are to be maintained until development displaces the served land uses. An objective of the plan will be to eliminate existing drive approaches as the uses they serve are incorporated into the planned development.

Planned land uses and development provided for by the *Demaree/Caldwell Specific Plan* will be served by the abutting network of existing and proposed public streets. Caldwell Avenue and Demaree Road will be widened from its present two-lane configuration to a section including four lanes, two east-bound/ two west-bound and north-bound/ southbound; a landscaped median; left turn channelization; and median breaks at Chinowth Road and Demaree Road along Caldwell Road. Furthermore, median breaks would occur along Demaree Road at two locations, Packwood Drive and the left-turn worm to Subarea A. Chinowth Road, along the westerly boundary of the Plan Area, will be constructed to ultimately include two north-bound and two south-bound travel lanes, with a median, and will provide median breaks and left turn channelization at two access points to the Plan Area. The intersection of Caldwell and Demaree Road is currently signalized and will require left turn pockets for traffic in all directions. Along the southerly boundary of the Plan Area, a westerly extension of Packwood Drive will be used to facilitate access to Subarea E. Acceleration and deceleration lanes of length specified by the City are to be provided at access points to arterials; adequate additional right-of-way shall be dedicated.

Domestic Water Supply

Domestic water will be supplied by the California Water Service Company. No improvements beyond normal main extensions will be required to adequately meet the domestic water and fire flow needs of development in accordance with the *Demaree/Caldwell Specific Plan*.

Wastewater Disposal

Wastewater flows generated by development of the Plan Area as prescribed by the *Demaree/Caldwell Specific Plan* will be typical of those associated with urban residential, commercial and office development. Waste discharge will be to the City of Visalia's domestic wastewater collection, treatment and disposal system, utilizing the existing twenty-four inch trunk sewer main in Caldwell Avenue. No improvements beyond normal main extensions and installations by the developer(s) of the Plan Area will be required to provide adequately for wastewater disposal.

Storm Drainage

Existing topography in the *Demaree/Caldwell Specific Plan* area is virtually flat. In general, Packwood Creek represents the discharge point for storm runoff collected from urban development located to the northeast and northwest. The City recently adopted a *Storm Drain Master Plan* which provides for continuing discharge of storm runoff to Packwood Creek from development in this vicinity, but also acknowledges that temporary detention of stormwaters may be required during periods of peak flow in the creek. It should also be noted that the current *Storm Drain Master Plan* does not include the portion of the Plan Area comprising Subareas B, C and D. The *Demaree/Caldwell Specific Plan* assumes the disposal of storm runoff from the Plan Area by discharge to Packwood Creek.

Access to be provided onsite for these two parcels to balance of commercial site.

Caldwell Ave

Alternate entrance/exit dependent upon development phasing

Demaree
Packwood

ARROW INDICATES TRAVEL
ROUTES AND POSSIBLE
EASEMENT REQUIREMENTS

ENTRANCES / EXITS

Inter-access points between subareas are not shown.
Building locations and parking areas are conceptual and meant
to be flexible, in conformance with the plan.

Street alignment to be
modified as required
to preserve specimen
oak tree.

Chowith



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CALDWELL / DEMAREE SPECIFIC PLAN TYPICAL ON-SITE CIRCULATION PLAN AND DRIVEWAY ACCESS

Parks, Open Space and Landscaping

Landscaping and open space elements of the design for Subarea E of the Plan Area are not intended to be explicitly defined by this plan. The plan provides that the residential development to take place in Subarea E be served by private streets. Consequently, public view of the area will be limited. At the same time, several key characteristics of the landscaping and open space components of Subarea E's ultimate development are determined by this plan, on the basis that they are perceived as key to the overall quality and character of the development of the Plan Area as a whole. Specifically:

- ▶ Landscaped setbacks, including public sidewalks, will be created along Demaree Road, the proposed extension of Chinowth Road bounding the project from the west, and Packwood Drive bounding the project on the south, between the edge of curb and the wall enclosing the project.
- ▶ The development of Subarea E will include internal landscaped open space, including pedestrian walkways.
- ▶ Planting materials utilized in the public and common area landscaping of Subarea E shall be thematically compatible with landscaping throughout the balance of the Plan Area.

Finally, for each subarea of the overall Plan Area, the design standards prescribed by this plan include landscaping requirements augmenting those already set out in the City's General Plan and zoning and development ordinances. Approval of any development application for the Plan Area will require City approval of an accompanying detailed landscaping plan for the proposed project.

Schools

The *Demaree/Caldwell Specific Plan* makes no overt provisions for public school facilities. The development of the Plan Area will be geared predominantly to commercial and professional office uses. Consequently, no project-related demand on local school facilities and education services is anticipated. The development of the Plan Area as provided for by this plan will be subject to the assessment of school impact fees, in accordance with adopted Visalia Unified School District and City of Visalia policy to mitigate direct and indirect school facility impacts.

Public Safety Services

The Plan Area will be served by the City's Police and Fire Departments. The City's Police Department is located near the intersection of Johnson and Willow Streets in the Downtown area, with protection provided by patrol units centrally dispatched by radio. Existing fire stations are located in the public safety complex at Johnson and Willow, and on Whitendale west of Mooney Boulevard.

Public Utilities

All new public utilities installed to serve development in the Plan Area shall be underground, in conformance with established City standards. Undergrounding shall be the responsibility of the developer(s). Easements shall be provided by each developer as required to access and maintain undergrounded utilities.

Project Design

Within the framework of the land use designations and policies presented in the preceding sections of this chapter, the following specific design standards are prescribed for the Plan Area. These standards are intended to be applied in addition to or, where more restrictive, in place of those mandated by the City's *General Plan, Zoning Ordinance*, and other development regulations in effect at the time of any project proposal for the Plan Area.

Subarea A

- SA-1 The average landscaped setback from the Caldwell Avenue right-of-way shall be thirty (30) feet. Landscaped treatment of this setback shall consist of:
- ▶ Turf-covered berms, with maximum slope not to exceed that specified by City ordinance;
 - ▶ Fifteen gallon autumn gold maidenhair (*Ginko Biloba*) at the average rate of not less than one (1) tree for every fifty (50) lineal feet of frontage.
 - ▶ Fifteen gallon medium deciduous tree planting, at the average rate of not less than one (1) tree for every twenty-five (25) lineal feet of frontage. Clustering of tree planting is required. Tree species may include those permitted by the Street Tree Master Plan.
 - ▶ It is the intent of this plan to provide focal points, or landscape nodes, within this subarea, as well as providing consistency between subareas by the usage of common tree species. This is to be achieved by clustering these nodes at points of entrance in the parking area and along the building frontages

- SA-2 The average landscaped setback from the Demaree Road right-of-way shall be thirty (30) feet. Landscaped treatment of this setback shall be subject to the same standards as prescribed for the Caldwell Avenue frontage and described in standard SA-1, above.
- SA-3 Commercial structures developed in Subarea A shall, to the maximum extent feasible, provide "window" openings to the Caldwell Avenue corridor. It is recognized that such structures' primary orientation will be toward Caldwell Avenue.
- SA-4 Commercial structures developed in Subarea A shall be limited to a single story or floor.
- SA-5 Signage for commercial uses established in Subarea A shall be in accord with the applicable provisions of the City's sign ordinance (Chapter 48, Section 48.080). A sign program shall be established at the first phase of development. Monument signs at the major access points, on Demaree and on Caldwell, shall be approved as part of the program.
- SA-6 The architectural style shall not be specifically limited. However, roof treatment and materials shall be consistent for all connected buildings within each subarea.
- SA-7 Lighting fixtures shall be oriented to produce minimal lighting impacts to adjacent properties.
- SA-8 Development standards for Design District A shall apply unless otherwise specified.

Subarea B

- SB-1 The following design standards described for Subarea A, above, are applicable to all development in Subarea B of the overall Plan Area: SA-2, SA-6 and SA-7.
- SB-2 The average landscaped setback from the edge of right-of-way along Caldwell Avenue bounding the north edge of Subarea B shall be thirty (30) feet. The average landscape setback from the edge of right-of-way along Demaree Road bounding the west edge of Subarea B shall be thirty (30) feet. Landscaped treatment of these setbacks shall be subject to the same standards as prescribed for the Caldwell Avenue frontage of Subarea A and described in standard SA-1, above.
- SB-3 Commercial structures and uses established in Subarea B may be oriented toward Caldwell Avenue or internally to the Plan Area. The location of loading facilities

on the opposite side of any building from the nearest residential use is encouraged, when feasible.

- SB-4 Signage for commercial uses established in Subarea B shall be in accord with the applicable provisions of the City's sign ordinance. Dedication and development of right-of-way along the subarea's frontages of Caldwell Avenue, Demaree and Chinowth Roads will be required in conjunction with development of this subarea to enable development and/or improvement of these streets to adequate standards as prescribed in the *Circulation Element* of the City's *General Plan*. Access points shall be generally consistent with those shown on Figure 7.
- SB-5 Development standards for Design District A shall apply unless otherwise specified.

Subarea C

- SC-1 The following design standards described for Subarea A, above, are applicable to all development in Subarea C of the overall Plan Area: SA-2, SA-6 and SA-7.
- SC-2 The average landscaped setback from the edge of right-of-way along Demaree Road bounding the east edge of Subarea C shall be thirty (30) feet. Landscaped treatment of this setback shall be subject to the same standards as prescribed for the Caldwell Avenue frontage of Subarea A and described in standard SA-1, above.
- SC-3 Signage for commercial uses established in Subarea C shall be in accord with the applicable provisions of the City's sign ordinance.
- SC-4 Development standards for Design District F shall apply unless otherwise specified.

Subarea D

- SD-1 The following design standards described for Subarea A, above, are applicable to all development in Subarea C of the overall Plan Area: SA-2, SA-6 and SA-7.
- SD-2 The average landscaped setback from the edge of right-of-way along Demaree Road bounding the east edge of Subarea D shall be thirty (30) feet. The landscaped setback for right-of-way along Packwood Drive bounding the southern edge of Subarea D shall be twenty-five (25) feet. Landscaped treatment of this setback shall be subject to the same standards as prescribed for the Caldwell Avenue frontage and described in standard SA-1, above.
- SD-3 Signage for commercial uses established in Subarea D shall be in accordance with the applicable provisions of the City's sign ordinance.

SD-4 Development standards for Design District F shall apply unless otherwise specified.

Subarea E

SE-1 The following design standards described for Subarea A, above, are applicable to all development in Subarea C of the overall Plan Area: SA-2, SA-6 and SA-7.

SE-2 The landscaped setback from the edge of right-of-way along Chinowth Road and Packwood Drive shall be twenty-five (25) feet. Landscape setback for right-of-way along Demaree Road bounding the east edge of Subarea E shall be twenty-five (25) feet. Landscaped treatment of these setbacks shall be subject to the same standards as prescribed for the Caldwell Avenue frontage and described in standard SA-1, above.

PLAN IMPLEMENTATION AND PHASING

4

PLAN IMPLEMENTATION AND PHASING

Implementation of the *Demaree/Caldwell Specific Plan* will involve a variety of initiatives from both the private and public sectors. Private developers and property owners will bear the predominant responsibility for carrying out the substance of the plan. The plan addresses the quality and character of development that will take place in the Plan Area as a result of private actions. At the same time, there are public projects (e.g., Caldwell Avenue upgrading, the construction of the proposed Chinowth Road and Packwood Drive streets, storm drainage system improvements, etc.) which will be at least partially dependent upon public sector activities.

In the following sections of this chapter, plan implementation activities and procedures are described.

Phasing of Development and Improvements

In general, the phasing of development in the Plan Area will be left to the discretion of the private sector. For major components of the plan, however, a sequence of phasing is described, based upon the dependent relationships among these plan elements.

Circulation System Improvements

Right-of-way dedication and widening of Caldwell Avenue will be required to accommodate commercial development. The costs associated with these improvements will be borne by the developers, through the payment of transportation impact fees, the payment of proportional costs for essential off-site traffic facilities not covered by transportation impact fees, and installation of on-site and site-adjacent improvements.

The calculation of transportation impact fees for the Specific Plan area must take into account the fact that the ITE-derived "driveway volumes" in Table 3-2 are higher than the incremental traffic generated by Specific Plan development. These volumes must be reduced for the mixed use development of the Plan area and for the passby trips inherent in community commercial land use development. Chapters VII and VIII of the Fifth Edition of 'Trip Generation' by ITE provide bases for these two reductions. They have, for this project, been calculated as follows:

TABLE 4-1

Traffic Passby, Mixed Use, Calculation Results

Land Use	Base Units	Driveway Volume (ADT) (1) Rates per Unit	Passby Percentage (2) Reduction	Resulting Adjusted ADT Rate	Mixed Use Deduction (3)	Incremental Traffic Rate ADT
Community Commercial	406,300 s.f.	41.8	27.87%	30.15	0%	30.15
Professional Office	181,200 s.f.	12.2	0%	12.2	28.0%	8.78
Multi-Family	147 units	6.2	0%	6.2	28.0%	4.46

Sources:

- (1) Gross ADT Rate: Pages 1234, 952 and 311 of Trip Generation; formula used.
- (2) Passby trips: Page I-30 of Trip Generation, formula
- (3) Mixed Use Deduction: Table VIII-7, Page I-49 regarding capture at non-CBD sites; City-agreed average rate percent reduction applied to ADT rate.

The results of these calculations are summarized as follows:

TABLE 4-2

Incremental Traffic, ADT

	Driveway Volume	Passby Reduction	Mixed Use Reduction	Incremental Traffic	Percent of Total Incremental Traffic
Community Commercial					
Subarea A	13,062	3,640	0	9,422	65.0%
Subarea B	3,920	1,092	0	2,828	19.5%
Garden Office					
Subarea C	1,191	0	383	858	5.9%
Subarea D	1,018	0	285	733	5.1%
Multiple-Family					
Subarea E	911	0	255	656	4.5%
Total	20,102	4,732	873	14,497	100.00%

Transportation Impact Fees

The resulting transportation impact fees for each subarea's development are (at \$91.90 per trip):

- Subarea A: \$91.90* x 9,422 = \$865,881
- Subarea B: \$91.90* x 2,828 = \$259,893
- Subarea C: \$91.90* x 856 = \$ 78,850
- Subarea D: \$91.90* x 733 = \$ 67,363
- Subarea E: \$91.90* x 656 = \$ 60,286

*Current fees (1998); subject to change

The mixed-use deductions shown in tables 4-1 and 4-2 are based on the project being designed to encourage pedestrian and/or vehicle inter access between the various land uses. If the design does not encourage pedestrian and/or vehicle inter access the mixed-use reductions can be disallowed and the transportation impact fees adjusted accordingly.

If only a portion of a subarea is developed, the transportation impact fee should be based on the percentage of GLA (gross leasable area) allotted to that subarea or, in the case of Subarea E, the percentage of the planned 147 units allotted to the subarea. (Allotments based on relative percentages of traffic generated are infeasible in the Community Commercial subarea and unnecessary in the other three subareas.)

These transportation impact fees will be reducible, in agreement with the City, for each subarea by the costs of eligible improvements required at the time of development. Eligible improvements are those listed in the City's Circulation Element; they do not include, for example, signal installations or relocations or improvements in the outside twenty feet of right-of-way of eligible arterials or collectors.

Offsite Improvements Not Financed by Transportation Impact Fees

Such improvements (signal relocation at Demaree/Caldwell, signals at Packwood/Demaree and Chinowth/Caldwell, for example) should be proportionately charged to each subarea as it develops or partially develops.

Such charges should be based upon the Incremental Traffic figures for each subarea (not the driveway volumes). The total cost of project-affected offsite improvements will in each instance be estimated by the City and the project's share of such cost estimated by proportioning the incremental traffic against the total traffic projected to be served by the facility.

Subarea – Adjacent Circulation System Improvements

Development in each subarea will be responsible, under City direction, for subarea-adjacent land dedication or non-eligible street improvements, or for non-eligible improvements in existing near-project right-of-way deemed essential by the City for project development. Conceptually, the developer will pay for the street improvements of collector street cross-section and width, with the balance of the width and cross-section for arterials to be paid for by the City.

Water, Sewer and Storm Drainage Improvements

Improvements for water, wastewater and storm drainage service to the Plan Area will be made by each developer of the area as specific projects are undertaken. Such improvements will be delineated and directed by the City at the time of site plan review.

Project Phasing and Development

Subarea A

It is anticipated that Subarea A will develop as one contiguous development. However, the northerly twenty acres of development may develop as an initial phase, with subsequent buildout of the southerly ten acres as outlined in the plan. Development of the northerly twenty acres only as the initial phase will require full improvement of the abutting streets, recordation of cross access easements for onsite vehicle circulation for access to Caldwell and Demaree, and development of signage, architectural, and landscaping standards for the entire Subarea.

Subarea B

Subarea B will develop as one unit. If Subarea B develops in advance of Subarea C, loading and unloading facilities shall be designed in a manner to protect the existing residences in Subarea C.

Subarea C

Subarea C may develop incrementally by individual property owners. A common access point to Demaree shall be installed in a manner that provides adequate ingress and egress.

A joint access agreement shall be executed between the respective properties. A joint access agreement shall also be developed between the three properties comprising Subarea C to ensure cross access to Packwood Drive.

Subarea D

Subarea D may be developed incrementally by individual property owners. Common access points to Packwood and Demaree shall be installed in a manner that provides adequate ingress and egress. A joint access agreement shall be executed between the respective properties.

Subarea E

Subarea E, the multifamily residential Subarea, may develop incrementally. Phasing shall be consistent with conditional use permits approved for the project.

Procedures for Project Approval, Plan Amendments and Modifications

This specific plan is intended to entitle the general configuration and intensity of development for each subarea. The actual configuration of development may vary from that indicated in the diagrams included in this specific plan to accommodate specific development projects and to reflect market conditions and factors in effect at the time that development is proposed for any individual subarea. Consequently, the provisions of this specific plan

are intended to be applied in a flexible manner, with precise development plans approved through the City's Site Plan Review Process, minor amendments approved by the Planning Commission, or major amendments approved by the City Council upon recommendation of the Planning Commission.

Subarea Master Plan Approval

Architecture, landscape, signage and the specific configuration of development for each Subarea shall be established by the Site Plan Review Committee to ensure consistency with this specific plan and City development regulations. The Site Plan Review Committee is authorized to approved variations in the configuration of site plans including the size of planned buildings or their building footprints, and distribution of parking. The Committee is likewise authorized to approve, upon request, corner identification signs similar to those currently approve for the northwest and northeast corners.

Minor Amendments

Minor amendments may be made to the Specific Plan by the Planning Commission as a public hearing agenda item in accordance with the City Council's delegation authority in Section 7192 *et. seq.* of the *Visalia Ordinance Code*. Minor amendments include:

1. A ten percent increase in the intensity of development as measured by planned square footage, subject to the development intensities being consistent with the *Zoning Ordinance*.
2. Modification of the landscaping palette for the specific plan.
3. Increase in the maximum percentage of total building area for an individual building or use limitations specified in the design regulations, subject to the finding that the increase will further the goals and objectives of the specific plan and the *General Plan*.

Major Amendments

Major amendments shall be approved in the same manner as adoption of the specific plan prescribed in Chapter 12.04 of the *Visalia Municipal Code*. Major amendments shall include any of the following:

1. Modification of design standards which will increase the impact of the specific plan on adjacent residential development, including standards for landscaping, lighting and traffic ingress and egress.
2. An aggregate increase in development intensity greater than 10 percent of that provided for in the specific plan.

3. An increase in the number of vehicular access points to Demaree or Caldwell.
4. All other plan amendments which are not Minor Amendments.

Relationship to City General Plan and Zoning

In accordance with State Planning Law, the *Demaree/Caldwell Specific Plan* is intended to conform to and be consistent with the *General Plan* of the City of Visalia. The broad land use designations and development policies and the circulation system prescribed by the *General Plan* shall be applicable to the *Demaree/Caldwell Specific Plan* area.

The *Zoning Ordinance* of the City prescribes permitted land uses and development standards throughout the community. Zone districts established by the *Zoning Ordinance* shall apply to all property located with the *Demaree/Caldwell Specific Plan* area. Applicable zone districts for each subarea of the overall Plan Area have been adopted as follows:

- ▶ Subarea A - C-CM and Design District A
- ▶ Subarea B - C-CM and Design District A
- ▶ Subarea C - OFFICE-GARDEN and Design District F
- ▶ Subarea D - OFFICE-GARDEN and Design District F
- ▶ Subarea E - R-M-3

The City's *Zoning Ordinance* establishes design and development standards for each of the zone districts listed above. However, this specific plan prescribes additional standards, and in any instance where the requirements of the specific plan are more restrictive than the standards mandated by the underlying zoning, the specific plan shall prevail and its standards shall apply.