



PENN VALLEY AREA PLAN

COUNTY OF NEVADA



An Area Plan for:

**The community of Penn Valley
In unincorporated Nevada County**



Prepared By:

Nevada County Planning Department

In coordination with the citizens of the
greater Penn Valley Area.

Acknowledgements

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Matt Kelley, Senior Planner
Sadie Caldas, Associate Planner
Lucas Kannall, Assistant Planner
Shannon Paulus, Clerk to the Planning Commission
Jeffery Thorsby, Senior Analyst, Clerk of the Board
Taylor Wolfe, Administrative Analyst, CEO’s Office
Brad Torres, Wastewater Operations Manager
Jessica Hankins, DPW Project Manager

ORGANIZATIONS

Ready Springs School/Penn Valley Elementary School District
Penn Valley Municipal Advisory Council
Penn Valley Chamber of Commerce
Penn Valley Community Foundation

INDIVIDUALS

Mike Mastrodonato, PVMAC Chair
Don Wagner, Penn Valley Fire
Clayton Thomas, Penn Valley Fire
Shannon Wood, NID
All Interviewees and Workshop Panel Members
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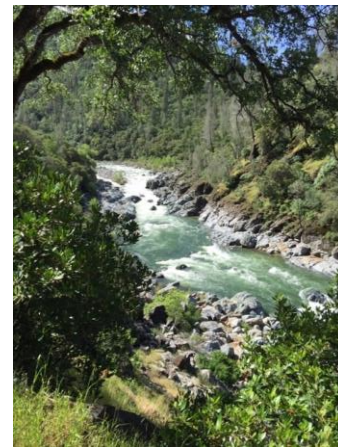
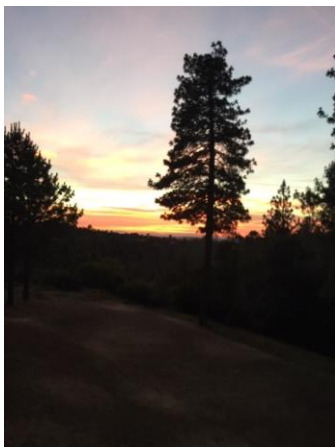
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Penn Valley Area Plan

*“A Plan that respects the Past,
Accommodates the Present, and
Plans for the Future”*

-Penn Valley Resident*



* Quotes included within this Area Plan were collected through a series of community interviews and represent the viewpoints of a variety of community members.

Chapter 1

Introduction

Purpose of the Area Plan

The Penn Valley Area Plan (Area Plan) serves as the comprehensive land use and zoning plan for the Penn Valley region and community of Penn Valley. It embodies the expressed goals of residents, business owners, and elected officials and establishes concrete and achievable actions. The drafting of the Area Plan is a tool to advance the goals and policies for the Nevada County General Plan while benefitting the local community. The Area Plan provides long-term guidance that is intended to improve the prosperity of Penn Valley in a way that supports a healthy economy, environment, protects the rural quality of life and the social fabric for the residents and general public.

Plan Preparation



Nevada County has prepared the 2020 Area Plan with collaboration from the community of Penn Valley. The foundation of this plan is based on the 2000 Penn Valley Area Plan, the 2000 Penn Valley Focused Economic Development Study and more recent information where available. The Board of Supervisors adopted 2016 Soda Springs Area Plan was used as template and overall format guide for the 2020 Penn Valley Area Plan. The 2020 Area Plan will build upon and supersede the 2000 Area Plan and augment the countywide General Plan for the purposes of land use regulation to provide management direction for all projects proposed within the Area Plan boundaries. To help guide development of the Area Plan, the Nevada County Planning Department conducted several interviews with local officials and residents prior to hosting five public workshops between November 2018 and August 2019 with the goal of developing key strategies to be implemented to maintain a rural quality of life while encouraging investment and sensible growth of the area.

Background and Area History

The Area Plan seeks to provide a blueprint for the ultimate development of the area derived from an assessment of current land use issues and potential solutions drawn from collaborative discussions and a careful analysis of what is needed to preserve and improve the functionality of the area. With recent upgrades to some of the area's critical infrastructure, Penn Valley is poised to build upon its rich history as a place to live, work and relax.

Penn Valley has a long history. The territory was occupied by the Hill Nisenan, Native American peoples who are also referred to as "Southern Maidu." Economic life for the Nisenan revolved around hunting and fishing and collecting of plant foods. The first trace of Caucasian people in the area is found in a letter written by Jonas Spect in 1848, in which he "went prospecting up Deer

Creek, and just remember that I came to the finest kind of valley, which I think they afterwards called Penn Valley...” The Penn Valley area is situated within the Rough and Ready Mining District and the drainages of both Squirrel and Deer Creeks, which were extensively placer-mined between 1850 and 1870. Some drift, or hard rock mining occurred in the area but most of the gold was extracted from gravels of the Tertiary Yuba River. Ranchers and farmers moved into the Penn Valley area shortly after the beginning of the Gold Rush.

The first settlement in Nevada County was made by John Rose who was engaged in trading with the miners and Indians. Rose built a large cattle corral at Pleasant Valley between Bridgeport and the Anthony House, early in 1849. Later he established a trading post there. Gradually, stock raisers and farmers came into the valley and built additional corrals for their livestock. ‘Pen Valley’ was so named from the fact that these pens or corrals were there, indicating that it was a valley of pens. The 1867 Bean’s History and Directory of Nevada County describes the topography of the foothills saying there are “but few arable valleys of any considerable extent...the most extensive being Penn Valley lying three miles west of the village of Rough & Ready, containing nearly 2,000 acres of good soil, well-watered, and originally timbered with magnificently grand and giant oaks, which have been almost entirely destroyed by the vandalism of a mistaken husbandry.” The valley was frequently called the “Pantry of the Northern Mines.” Rich in agriculture, beef and dairy cattle, and lying on the main road from the Sacramento-Marysville area to the Henness Pass Road, to the mines of the Comstock in Virginia City, Penn Valley pioneers supplied the freighters with fresh vegetables, fruit, and meat upon their stop-over up the grade from Marysville. A natural rest stop with livery and blacksmithing available, Penn Valley survived even the closing of the vast hydraulic mining operations to the northeast. It wasn’t until the second half of the 20th century, however, that the surrounding residential development began, bringing more people and the need for services.

“Agriculture is the heart of the community.”

Community spirit has always been strong in Penn Valley, and this brought about the early founding of schools and a volunteer fire department. In 1917, the farmers of Penn Valley met to organize a “Farm Center,” which later became the Nevada County Farm Bureau. In 1978, the citizens of Penn Valley formed the Penn Valley Chamber of Commerce with over one-hundred charter members. In January of 1994, the Penn Valley Community Association formed for the purpose of providing a non-partisan forum for open discussions that benefit the health and welfare of community. In 2017, the Penn Valley Municipal Advisory Council was formed to help engage the community and help advise and inform the District IV Supervisor on issues in Penn Valley. Today, Penn Valley remains a vital community whose heart remains in its early agricultural beginnings. The community strives to retain its rural beauty and sense of place while providing the services needed to support its population.

Legal Authority

The 2020 Area Plan is designed to meet State of California requirements for specific plans and to facilitate the implementation of development goals and policies by establishing zoning districts, standards and criteria for development, and to set the distribution, location and extent of planned land uses consistent with the adopted Nevada County General Plan. The authority for preparing

Area Plans is founded in California Government Code §65301(b) which allows the general plan to be adopted as a single document or as a group of documents relating to subjects or geographic segments of the planning area, and in Government Code §65303 which allows the general plan to include any other elements or address any other subjects which, in the judgment of the legislative body, relate to the physical development of the county. Local authority is founded in the goals and policies of the Nevada County General Plan. The existing 2000 Area Plan has outlived its lifespan and as a result direction to prepare this Area Plan was provided by County Board of Supervisors.

The 2020 Area Plan was developed consistent with California State law which permits cities and counties to adopt specific plans for the “systematic implementation of the general plan” (Government Code Section 65450 et. Seq.). The law requires the following:

- A specific plan shall include a text and diagram or diagrams which specify all the following in detail:
 - The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.
 - The proposed distribution, location, extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.
 - Standards and criteria by which development will proceed and standards for the conservation, development, and utilization of natural resources where applicable.
 - A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out the above referenced requirements.
- The specific plan shall include a statement of the relationship of the specific plan to the general plan.

California Government Code Section 65452 provides that the specific plan may address any other subjects which in the judgment of the planning agency are necessary or desirable for the implementation of the general plan.

Relationship to the General Plan

As a policy document, the 2020 Area Plan supplements and becomes part of the County General Plan, providing a comprehensive framework for making land use decisions within the Penn Valley Village Center and influencing decisions in the surrounding geographic area. The goals, policies and building and site development standards contained within this Plan reflect Penn Valley unique characteristics, support the local community’s vision, and are consistent with the overall themes and goals of the General Plan. The County’s General Plan land use maps designate Penn Valley as a Village Center contained within a Community Region, which is intended to provide for a mix of uses including residential, commercial, office, business park, industrial and public or institutional uses, grouped together and interrelated to form a functional and vibrant commercial center, and to create a visual identity related to the rural agricultural character of the region. The Penn Valley Community Region is surrounded by a larger rural region of predominately rural residential and agricultural uses. The existing 2000 Area Plan applies to land use and development within the Village Center only. The 2020 Area Plan, once adopted, will revise the applicable official maps of Nevada County and

expand the limits of the area plan boundaries using a Community Design District (“District”) concept to establish development criteria specific to the applicable district (*See Figure 1.3*).

The Nevada County General Plan has several Goals that are directly applicable to the Penn Valley Village Center, Community and Rural Region. These Goals are supported and implemented through a series of Policies and Programs that are contained within the individual chapters of the General Plan. While the General Plan applies countywide, below is a list of General Plan Goals that have been identified to clearly apply to the Penn Valley region and will help guide this policy document. This list is not meant to be all encompassing; please refer to the General Plan for other applicable Goals, Policies, and Programs.

Goal 1.2 allows for a range of land uses that preserve the qualities of each Community region.

Goal 1.4 provides for an adequate supply and broad range of residential, employment generating, and cultural, public and quasi-public uses located for convenience, efficiency, and affordability while protecting and enhancing communities and neighborhoods.

Goal 1.5 ensures that development reflects a small-town character.

Goal 1.6 allows for growth while protecting, maintaining and enhancing communities and neighborhoods.

Goal 1.9 identifies and recognizes public facility and service needs in Legacy Communities.

Goal 2.1 provides for a strong economic base while protecting communities and neighborhoods.

Goal 3.1 provides for public facilities and services commensurate with development type and intensities.

Goal LU-4.1 coordinates existing and future circulation systems with existing and future land use patterns.

Goal LU-4.4 balances development of the circulation system with land use and development.

Goal LU-4.7 provides for road and street systems that are consistent and compatible with local land use patterns and street networks.

Goal MV-4.1 provides for the safe and efficient movement of people and goods that respects the regions rural character.

Goal 6.1 encourages land use patterns and site development to reflect open space values.

Goal AH-8.1 encourages retaining of existing affordable housing.

Goal EJ-8.1 encourages healthy and affordable housing opportunities for all residents of Nevada County.

Goal 16.2 promotes a strong and sustainable local agricultural economy.

Goal 18.1 promotes aesthetic design in new development that reflects existing character.

Organization of the Area Plan

The Area Plan is organized into seven chapters. Each chapter is summarized below.

Chapter 1 – Introduction

The Introduction summarizes the Area Plan’s purpose, preparation, legal authority, relationship to the General Plan, organization, description of the plan area, and the plan’s vision and guiding principles.

Chapter 2 – Land Use

The Land Use goals and policies balance the preservation and enhancement of Penn Valley’s rural agricultural identity, natural and built environments and promote appropriate development. This chapter includes the Area Plan goals and policies related to land use and community design and establishes land use and zoning regulations for the Area Plan boundaries.

Chapter 3 – Economic Development

The Economic Development chapter includes the Plan’s goals and policies for economic prosperity and sustainability of the local economy.

Chapter 4 – Public Services and Infrastructure

The Public Services and Infrastructure chapter addresses the public services and facilities that serve development within the Area Plan boundaries.

Chapter 5 – Recreation

The Recreation chapter includes a framework and strategy to improve existing facilities and develop new facilities to meet the needs of the community.

Chapter 6 – Historic, Cultural & Natural Resources

The Historic, Cultural and Natural Resources chapter sets forth goals and policies for the Area Plan and lists strategies to achieve environmental improvements in the area’s diverse natural and cultural resources that promote public enjoyment of the area.

Chapter 7 – Implementation

The Implementation chapter describes the goals & policies to incrementally implement the Area Plan objectives.

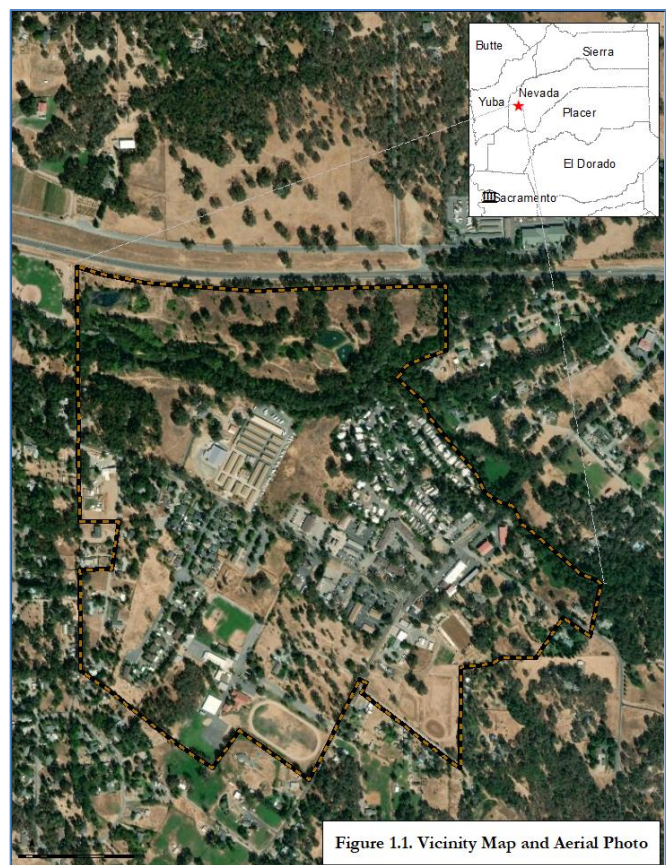
Description of the Plan Area

At the base of the Sierra Nevada foothills, at an elevation of 1,400 feet, Penn Valley is an unincorporated community in Western Nevada County. The Penn Valley Village Center is located south of State Route 20, six miles west of Grass Valley and five miles east of the Nevada-Yuba County line. The Village Center is an area slightly greater than one-half square mile in size, encompassing

219 parcels. The Village Center boundaries are specifically mapped by the Nevada County General Plan Land Use Map and served as the extent of the 2000 Area Plan (*Figure 1.1 Photo Circa 2016*). Penn Valley is considered a Census Designated Place (CDP) with an estimated population of approximately 1,424 people and nearby Lake Wildwood is also CDP with an estimated 5,208 residents as reported by the US Bureau of Census, 2018 American Communities Survey (ACS) 5-year Estimate.

The Penn Valley area is a relatively flat basin, bifurcated by State Highway 20. Two perennial creeks, Squirrel Creek and Clear Creek, traverse the Village Center from east to west, converging near the northeast boundary south of Highway 20. Woodlands, riparian vegetation, pastureland and floodplains occur within the boundaries of the Plan area.

In addition to individual business sites and residential sites, the Village Center contains a 125-unit mobile home park, a community shopping center, a business park, Ready Springs Elementary School, and the Penn Valley Fire Protection District headquarters. The Village Center is the cultural and functional center of the larger Community Region, containing the principal commercial uses serving the community. Adjacent to the Village Center boundaries is one of Nevada County's treasures, the 87.14-acre Western Gateway Park, a recreational park serving the entire region. The 2000 Area Plan was specific to the Village Center only (*Figure 1.2*), however as a result of public input, the 2020 Area Plan will expand the applicability of the Plan boundaries, establishing unique Community Design Districts for the "Village Core," "Park," west and east "Portal," west and east "Business Opportunity," the Highway 20 and Pleasant Valley Road "Rural Corridor," and the "Lake Wildwood Commercial Center" (*Figure 1.3*).



The Village Center is currently divided into primarily commercial, medium to high density residential land uses with some parcels zoned Public, Business Park, Residential Agriculture and Interim Development Reserve. This updated Area Plan expands the influence and boundary of the Area Plan by adding key portals or entry points, local/regional assets such as Western Gateway Park, existing industrial and commercial business centers and the rural corridors that serve residents and visitors alike. In total 136 parcels* are proposed to be added into the Area Plan boundaries intended to provide a more integrated community as it relates to the future of the greater Penn Valley region (*8 parcels include only the Pleasant Valley Road frontage portion of the larger parcel being added to the Plan Area).

Vision and Guiding Principles

The Penn Valley community has taken the lead in collaborating on a vision for the area with the support of the Penn Valley Chamber of Commerce, Community Association and the Penn Valley Municipal Advisory Council, who have invested time and energy in developing planning principles for future development. The Area Plan can build upon the principles and values presented in their work products. The County's General Plan comports with many of the values of the Penn Valley area, but the existing Area Plan is focused solely on the Village Center and portions of the Plan are woefully out-of-date.

Vision Statement

The Penn Valley area and particularly the Penn Valley community looks to the Area Plan to create physical, social, and economic links and policies that will improve the regions vitality and sustainability. The Area Plan seeks to guide development that embraces the sense of community while providing a healthy balance of commerce, employment, recreation, and livability. Penn Valley is a modern rural community providing quality of life for its residents. The community is welcoming to day-visitors to enjoy the year-round “down-home” attractions such as music in the park, rodeo competitions, farmers market and holiday events. This vision was created through input from the community which also supported by following Area Plan guiding principles.

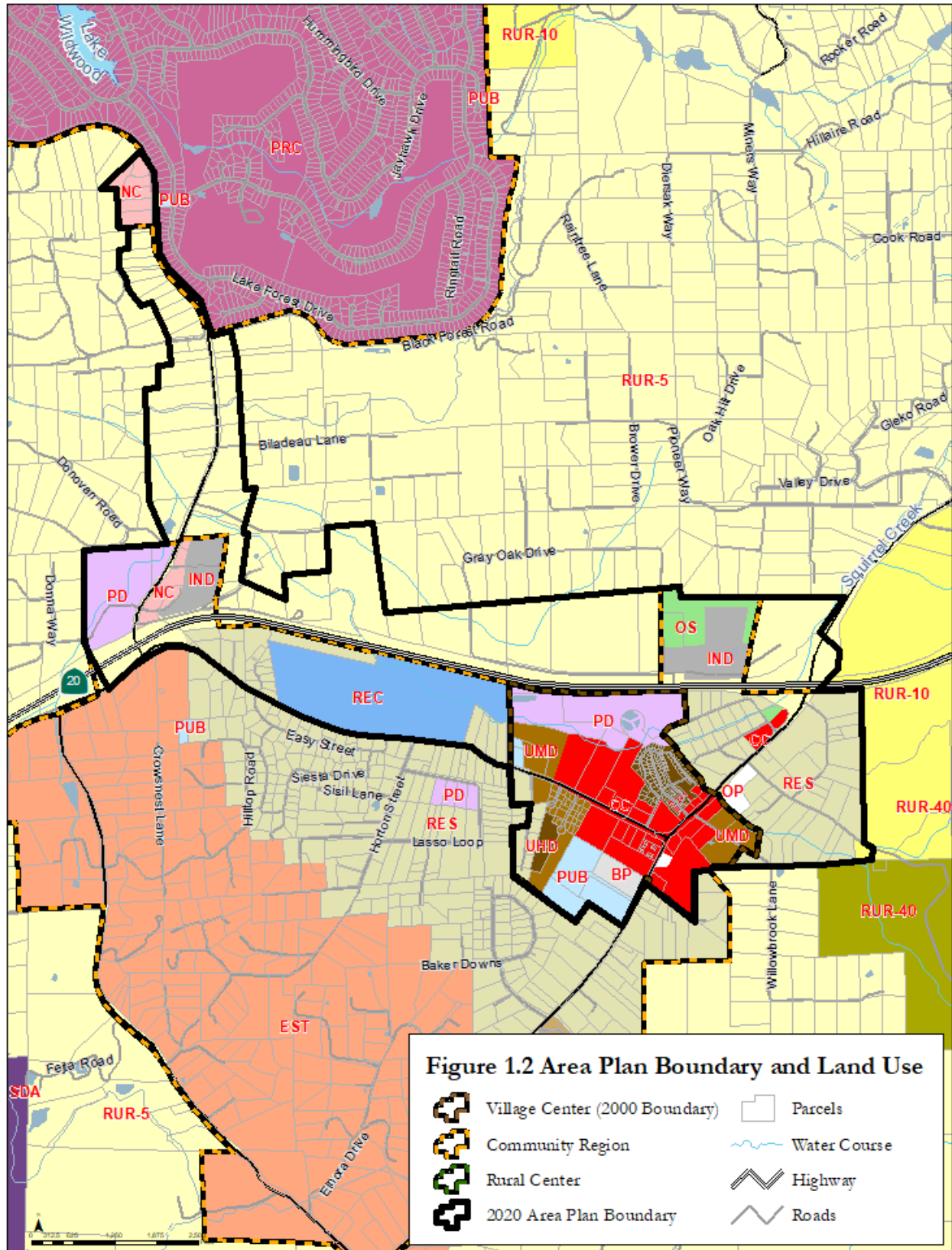
“What does our future look like?”

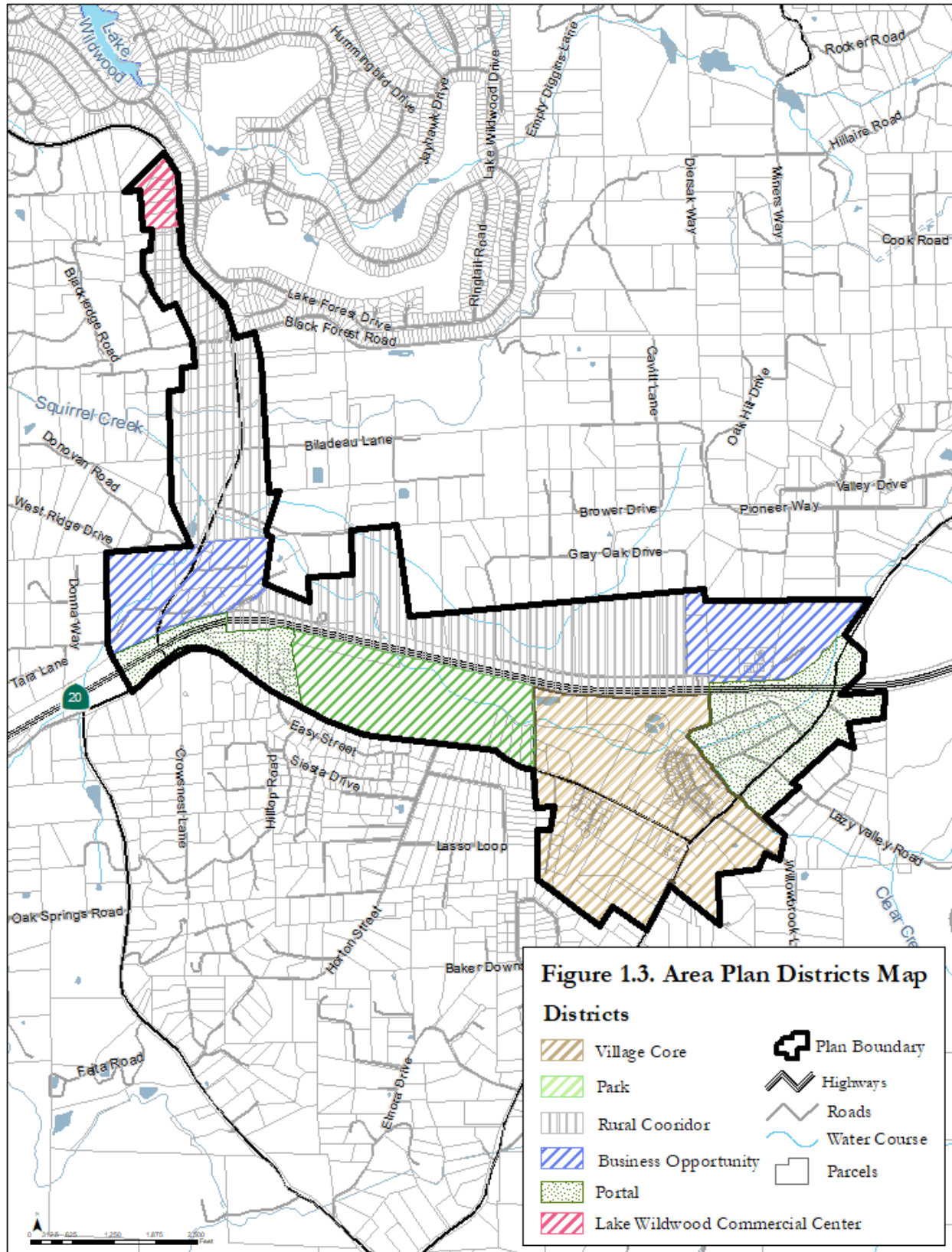
Guiding Principles

Nevada County, in response to key issues affecting the quality of life and future prosperity of the Penn Valley area, has established the following central guiding principles with input and guidance of the community to provide the foundation for a more sustainable, economically prosperous, inclusive and environment-friendly future for Penn Valley:

- Develop a year-round economy that will foster local business;
- Preserve community character;
- Protect and restore natural resources;
- Value historic resources;
- Create community gathering places;
- Preserve the legacy of the Penn Valley Rodeo;
- Connect Penn Valley and the Lake Wildwood areas through multi-use trail systems; and
- Provide unique lodging and camping opportunities so day-visitors can stay longer.

These principles articulate the vision for Penn Valley and are the standard by which the appropriateness of the Area Plan's goals and policies are tested.





Chapter 2

Land Use

Penn Valley is a long-established community in Western Nevada County. The first human occupants were Native American peoples referred to as “Southern Maidu.” Ranchers and farmers moved into the Penn Valley area shortly after the beginning of the Gold Rush. Penn Valley was frequently called the “Pantry of the Northern Mines.” This ranching and agricultural history has helped shape the rural community that is still evident in present day. The Penn Valley Village Center is located approximately one mile south of State Highway 20, six miles west of Grass Valley and five miles east of the Nevada-Yuba County line. An Area Plan was adopted in 2000 for the Penn Valley Village Center that identified public facility constraints that affect development and recommended several actions to assist in facilitating improvements in the delivery of public services. Land use designations present in the Village Center are Community Commercial, Business Professional, Residential, Urban Medium Density Residential, Urban High Density, Public, and Planned Development.

This chapter establishes a framework of policies and guidelines that will encourage and facilitate future development consistent with the goals of the community. The residents of Penn Valley and the surrounding Penn Valley community want to ensure that the Penn Valley remains a desirable place to live as it grows and to ensure that the rural quality of life remains for future generations. To achieve that goal, the Area Plan seeks to retain the function of the Village Core as the focal point of the larger community but expands the Area Plan boundaries and creates six unique Community Design District’s to ensure an integrated approach to future development and growth of the greater Penn Valley area. Additionally, the expanded Plan boundaries are intended to help recognize the influence these outlying areas have on the Village Core. The Community prides itself as a modern rural community providing quality of life for its residents. Future growth within Penn Valley should reflect an awareness of and consistency with this vision.

Land Use Regulations

General Plan Land Use Designations

All lands within the 2020 Area Plan boundaries are assigned to a general land use category. Eight separate land use designations are currently located in the Village Center/2000 Area Plan Boundary and six additional land use designations have been added to the 2020 Area Plan boundary based on stakeholder input. Table 2.1 provides a comprehensive breakdown of the number of parcels, land use category and acreage for the overall Area Plan boundary. Table 2.2 and Figure 2.1 provide a comparison of the number of parcels between the existing and updated Area Plan. Each designation is intended to serve a specific purpose, has a defined land use theme, permits specific land uses, and has specific development standards. The individual land use categories are implemented through an associated Zoning District which are intended to be consistent and compatible with a land use designation. It is the intention of the 2020 Area Plan, through its adoption and implementation, that land use and zoning inconsistencies be identified and amended, if necessary, to ensure consistency.

Only those uses listed in the Zoning Ordinance shall be permitted by right or by conditional permit within the zones specified. Accessory uses may be permitted per Nevada County Zoning Ordinance. Section L-II 6.1, *Definitions*, of the Nevada County Zoning Ordinance is adopted by reference for the uses listed in the Area Plan.

Table 2.1
2020 Area Plan Parcels and General Plan Designation by Acreage

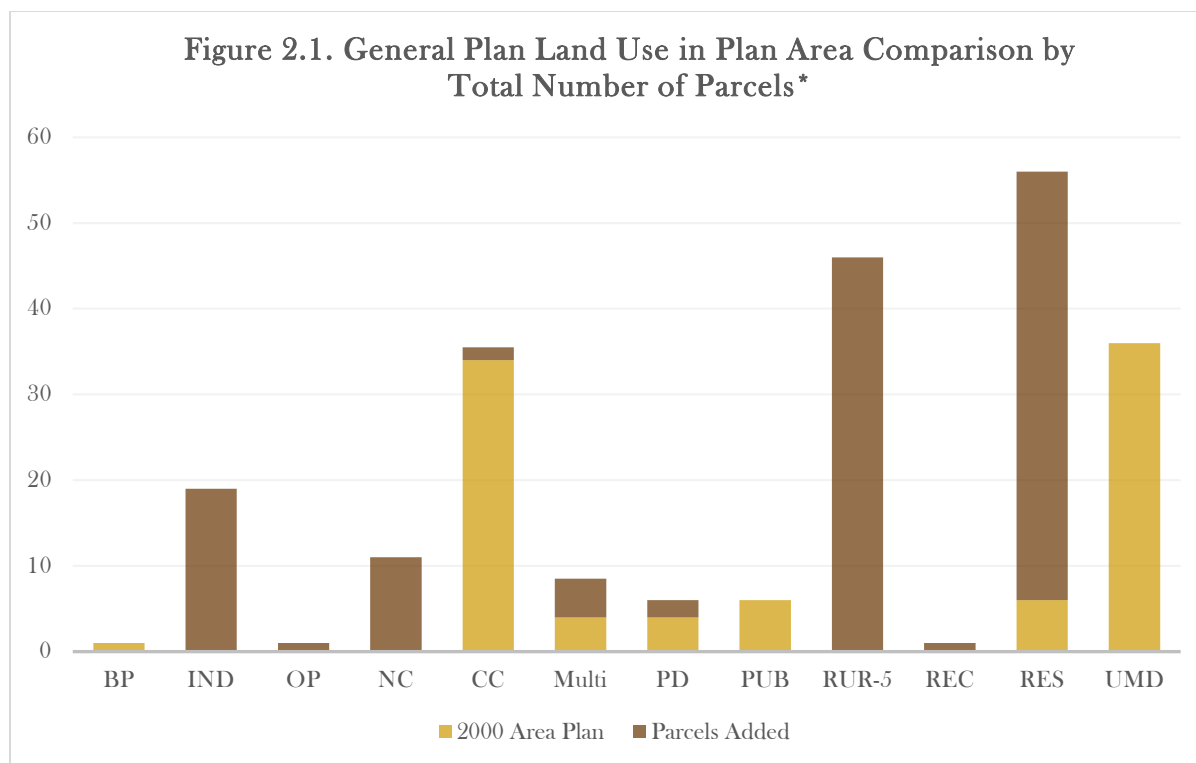
<i>Land Use Designation</i>	<i>All Parcels</i>		
	<i>Number of Parcels</i>	<i>Parcel Size (Ac. Apx)</i>	<i>Percent of Total Acres</i>
Business Park (BP)	1	6.12	0.76%
Industrial (IND)	19	19.30	2.39%
Office Professional (OP)	1	5.28	0.65%
Neighborhood Commercial (NC)	11	17.82	2.21%
Community Commercial (CC)	35.5	51.48	6.38%
Multiple/Split	8.5	86.85	10.76%
Planned Development (PD)	6	66.74	8.27%
Public (PUB)	6	22.55	2.79%
Rural (RUR-5)	46	316.01	39.16%
Recreation (REC)	1	80.03	9.92%
Residential (RES)	56	98.73	12.23%
Urban Medium Density (UMD)	36	27.48	3.41%
Urban High Density (UHD)	128	8.64	1.07%
TOTAL	355	807.03	100.00%

Source: Nevada County GIS Data Accessed Oct. 21, 2019

Table 2.2.
General Plan Land Use in Plan Area Comparison by Total Number of Parcels

<i>Land Use Designation</i>	<i>BP</i>	<i>IND</i>	<i>OP</i>	<i>NC</i>	<i>CC</i>	<i>Multi</i>	<i>PD</i>	<i>PUB</i>	<i>RUR- 5</i>	<i>REC</i>	<i>RES</i>	<i>UMD</i>	<i>UHD</i>	<i>TOTAL</i>
2000 Area Plan	1	0	0	0	34	4	4	6	0	0	6	36	128	219
Parcels Added	0	19	1	11	1.5	4.5	2	0	46	1	50	0	0	136
Total	1	19	1	11	35.5	8.5	6	6	46	1	56	36	128	355

Source: Nevada County GIS Data Accessed Oct. 21, 2019



*UHD not included in chart as no new parcels were added to the existing 128 parcels in the Village Core.

Area Plan Land Use Designations

The 2000 Area Plan boundaries were contiguous with the General Plan Village Center established for Penn Valley as shown in *Figure 2.2*. Properties within the Village Center fall into eight distinct land use districts as follows:



BP (Business Park) - Business Park provides areas for a variety of related uses, including manufacturing, distribution, processing, service, and research and development uses normally associated with light industries. The intent of this District is to encourage innovative and creative design in the provision of a variety of employment-orientated uses. There is currently underutilized approximately 6.12-acre property that is designated BP in the Village Core and no new BP properties were added to the Boundary as a part of this update.



CC (Community Commercial) - Community Commercial is intended to provide a wide variety of commercial uses, and limited mixed-use employment opportunities, to serve large geographic areas with a wider range of goods and services than are available in Neighborhood Commercial areas. The CC land use designation is implemented through the Community Commercial (C2) zoning district. There are thirty-four existing parcels making up 48.24 acres in the Village Center. An additional two parcels, one with split zoning have been incorporated Plan area with this update adding approximately 3.24-acres of CC designated lands to the Area Plan boundaries.



PD (Planned Development) - Planned Development is intended to designate planned developments in locations where a mix of uses is desirable. The PD designation may allow a variety of land uses, including single-family and multi-family residential, continuing care retirement communities, commercial, industrial, open space, and/or other land uses consistent with the capability and constraints of the land. Primary emphasis shall be placed on clustering intensive land uses to minimize impact on various natural and man-made resources, minimize public health concerns, and minimize aesthetic concerns. Within the Village Center there are four properties designated as Planned Development zoned Interim Development Reserve that anticipate approximately 26-acres of Urban Medium Density and the 8-acres of Open Space (OS). Two additional properties with the PD designation have been added to the Plan boundaries that anticipate approximately 14-acres of Neighborhood Commercial (NC) development with approximately 16-acres of OS. The PD properties will require site specific General Plan and Zoning amendments accompanied by a comprehensive master plan to specify where the future uses will be located. All six of these properties are considered “opportunity sites” for future development of housing and commercial uses.



PUB (Public) - Public is intended to provide for land in public or quasi-public ownership, including cemeteries, schools and other public and quasi-public buildings and uses in locations which are necessary to provide services. The Public land use designation is implemented by the Public (P) zoning district. Within the Village Center there are six properties that are designated as Public. They include the Ready Springs School and the Cemetery on Penn Valley Drive. The Cemetery parcels are currently zoned Residential Agriculture (but have a Public land use designation) and will be amended to Public as a part of the implementation of the 2020 Area Plan. No additional properties designated as Public have been added to the Plan area as a part of 2020 Area Plan.



Multiple/Split - A Multiple or Split land use designation consists of multiple designations on one property. In the Village Center there are four multiple/split designated parcels. These properties include the following land use designations: 1. CC/OP; 2. RES/UMD; 3. UHD/PD/CC; and 4. UMD/CC. These mixed designated properties make up approximately 48.69-acres of land. Through the expanded 2020 Plan boundaries an additional five properties, one which is split zoned, have been added for an additional approximately 38.16-acres of mixed/split designated parcels. These properties include the following designations: 1. IND/NC; 2. IND/RUR-5; and 3. IND/OS.



RES (Residential) - The Residential land use designation is intended to provide for lower density single-family residential uses at densities at a minimum lot size of 1.5 acres per dwelling unit in locations within or adjacent to *Community Regions* where limited services such as either public water and sewer (but not both) are available; or to reflect existing development patterns or where provision of transition from more intensive urban uses to less intensive rural uses is desirable. In keeping with the rural character, agricultural operations and natural resource related uses, including the production of timber, are also appropriate in this designation. The RES land use designation is compatible with and implemented by both the Single-

Family Residential (R1) and Residential Agriculture (RA) zoning districts. Within the Village Center there are six properties with the RES designation. By expanding the boundaries of the Plan area an additional fifty properties also designated as RES have been added to the Area Plan. The majority of these new RES properties fall within the Portal Districts and a small handful are within the Park District, one of which will be re-designated to Recreation as a part of the implementation of the 2020 Area Plan as it is an approximately 7.11-acre parcel owned by the Western Gateway Park District.

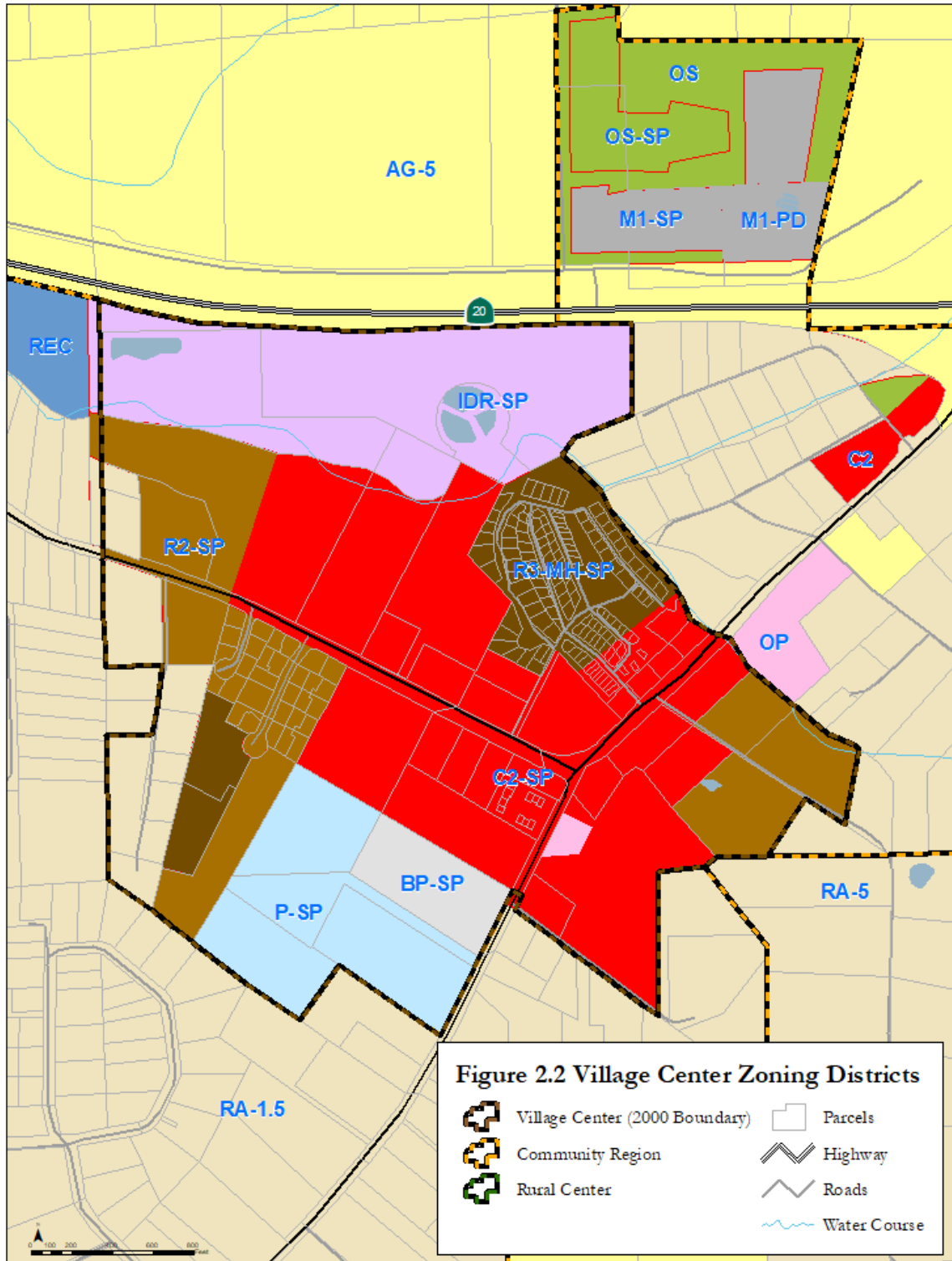


UMD (Urban Medium Density Residential) - The Urban Medium Density Residential land use designation is intended to provide for residential uses, including affordable single-family dwellings on smaller lots, and multi-family housing types at moderate densities, of up to 6 dwelling units per acre, in locations with convenient access to transportation facilities (including arterial and major collector roads and public transit), shopping and services, employment, recreation and other public facilities. The UMD land use designation is implemented through the Medium Density Multi-Family (R2) zoning district. Within the Village Center there are thirty-six properties with a UMD designation totaling approximately 27.48-acres. No new properties designated as UMD were added to the 2020 Plan boundaries.



UHD (Urban High Density Residential) - The Urban High Density Residential land use designation is intended to provide for residential uses, including single- and multi-family housing types at higher densities, of up to 20 dwelling units per acre within incorporated area's spheres of influence and 15 units per acre elsewhere, in locations with a high degree of access to transportation facilities (including arterial and major collector roads and public transit), shopping and services, employment, recreation and other public facilities. The UHD land use designation is implemented through the High-Density Multi-Family (R3) zoning district. Within the Village Center there are one hundred and twenty-eight properties that are designated as Urban High Density that make up approximately 8.64-acres total. The large number of parcels is related to the fact that the one hundred- and twenty-five-unit Creekside Village Mobile Home Park is designated as UHD and zoned R3. No new properties designated as UHD were added to the 2020 Plan boundaries.

“The Plan needs to look at Penn Valley with all its parts: Lake Wildwood, Penn Valley Village, and the farms and ranches.”



2020 Area Plan Land Use Designation Additions

As a result of feedback from the community, the 2020 Area Plan boundaries were expanded as shown in *Figure 1.2*, which introduced six new land use designations to the Plan depicted in *Figure 2.3*. These designations are as follows:



NC (Neighborhood Commercial) - The Neighborhood Commercial land use designation is intended to provide for the local needs of nearby neighborhoods, and limited mixed-use employment opportunities. The NC land use designation is implemented by the Neighborhood Commercial (C1) zoning district. As a result of the expansion of the 2020 Plan boundaries, eleven parcels designated as NC making up approximately

17.82-acres have been incorporated into the 2020 Area Plan. These include six properties in the Lake Wildwood Commercial District (Wildwood Center/Wildwood Business Center) and five properties in the Business Opportunity District (Gateway Center).



OP (Office Professional) - The Office-Professional land use designation is intended to provide for office uses, including business, medical, dental and other professional, as well as supporting business services, at intensities of development, which complement other commercial centers and are compatible in scale with nearby residential neighborhoods. The OP land use designation is implemented by the Office Professional (OP) zoning

district. Due to the expanded Plan boundaries one 5.28-acre property designated for OP use has been added to the 2020 Area Plan. This parcel is currently undeveloped and is immediately north of the existing Village Center boundaries on Penn Valley Drive.



IND (Industrial) - The Industrial land use designation is intended to provide for areas in which goods are produced, distributed and warehoused, along with supporting business and service uses. Locations within this designation should be able to provide buffering from adjacent land uses to minimize incompatibility, and should have convenient, controlled access to arterial or major collector roads without passing

through residential areas. The IND land use designation is implemented by the Light Industrial (M1) zoning district. A total of nineteen properties consisting of approximately 19.30-acres have been added to the 2020 Plan area. These properties are within the Business Opportunity District (Cattle Drive and Commercial Avenue) and are primarily developed. There are, however a number of smaller undeveloped properties with an Industrial land use designation that provide opportunities for future growth as infill parcels in these developed areas.



REC (Recreation) - The Recreation land use designation is intended to provide for a wide range of recreation uses and supporting services. Such uses may include destination resorts, including country clubs; ski resorts; golf clubs and golf courses; marinas; campgrounds providing a full range of services; and other similar uses. Because such uses are likely to attract

significant vehicular trips, such uses should be near a major highway or arterial road, but with controlled or indirect access. Also, such uses may have significant impact on environmental resources and require careful site design and development. Therefore, a comprehensive master plan for an entire site is required prior to approval of development. The REC land use designation is

implemented through the Recreation (REC) zoning district. The single REC designated property falls within the Park District and is the approximately 80-acre Western Gateway Park property. A second 7.11-acre property adjacent to the Park will be re-designated to REC as a part of the implementation of the 2020 Area Plan to ensure consistency with its intended and existing use.



RUR (Rural) - The Rural land use designation is intended to provide for development of compatible uses within a rural setting. Such uses may include rural residential at maximum densities ranging from 5 to 160 acres per dwelling (depending upon the specific development pattern and character of an area; availability of public facilities and services; and environmental constraints), agricultural operations and supporting agricultural production, natural

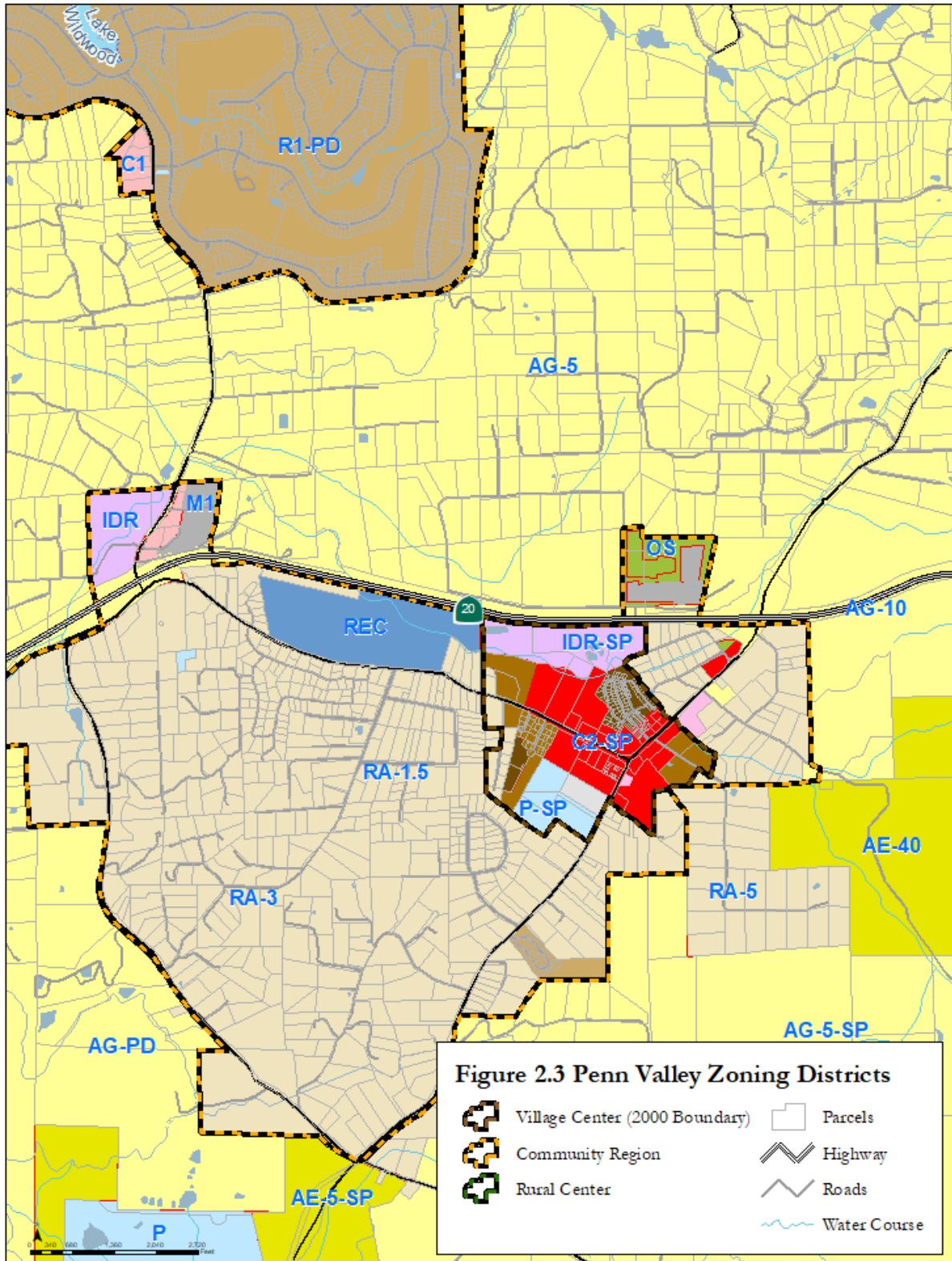
resource production and management, and low-intensity recreation. The Rural land use designation is implemented by the County's Rural zoning districts, such as General Agriculture (AG), Agriculture Exclusive (AE), Forest (FR) and Timber Production Zone (TPZ). The Rural land use designation is also compatible with the Residential Agriculture (RA) zoning district. The Rural designated properties added for the 2020 Area Plan exclusively fall within the Rural-5 (5-acre maximum densities) and have corresponding zoning designations of General Agriculture-5 (AG-5). In total forty-six parcels making up approximately 316.01-acres have been added to the Plan area. These properties fall primarily within the Rural Corridor District and help demonstrate the rural bucolic character of Penn Valley to the passerby on Highway 20 and on Pleasant Valley Road.



OS (Open Space) - The Open Space designation is intended to provide areas of open space adjacent to other existing more intensive uses. The OS designation is included in Tables 2.1-2.2 above as a part of the "multiple/split" designation because the OS designated areas in the Plan boundary are also integrated with other land uses, primarily being the Industrial designated

properties on Cattle Drive.

"We're a town, we should never become a city."



Districts

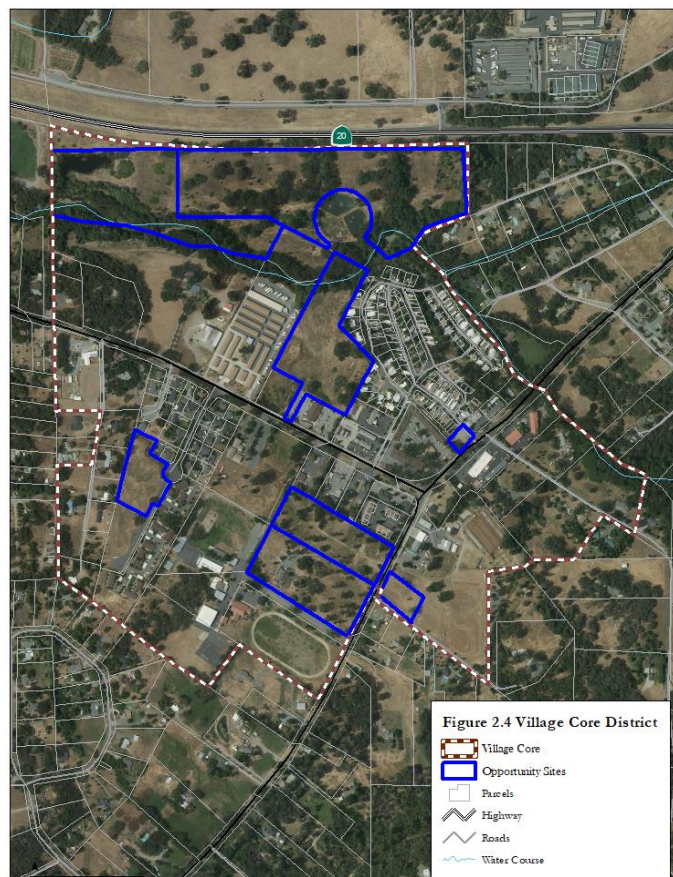
Much like the 2000 Area Plan, the focus of this Land Use Chapter and the Plan is the area designated by the County General Plan as the Village Center. However, through public input the boundaries of the 2020 Area Plan have been expanded to include areas outside of the Village Center as these areas help influence the character of Penn Valley. Where appropriate unique goals and policies are provided for the individual Community Design Districts, herein referred to as “Districts,” to help shape future growth in these distinct areas and to protect them for the enjoyment and use of future residents and visitors to Penn Valley. A secondary purpose of the Districts concept is to create an integrated greater Penn Valley region, that helps bridge the physical divide between the Village Center and Lake Wildwood. *Figure 1.3* graphically depicts the different Districts and a brief summary of each District, including highlighting potential development opportunity sites is provided below.



Village Core - The Village Core District follows the same boundaries of the existing 2000 Area Plan which is synonymous with the Village Center designation established by the Nevada County General Plan. The primary focus of the 2020 Area Plan is to help guide development within the Village Core to achieve the vision of the community. The Village Core District, also referred to locally as “Penn Valley Proper” provides many of the

commercial amenities of Penn Valley. The Village Core is home to eight distinct land use designations, including Community Commercial, Business Park, Planned Development, Public, Residential, Urban Medium Density Residential, Urban High Density Residential and Multiple/Split designation (such as a portion being designated as Community Commercial and a portion being Residential). Land within the Village Core District is relatively flat, has available public sewer capacity, County-maintained public roads and available public water.

The Village Core district is primarily built out, but there are remaining properties that are vacant or underutilized and have the potential to further support the economic wellbeing of the community and provide for future medium to higher density residential growth. *Figure 1.2* above displays the General Plan Land Use, *Figure 2.2* depicts the zoning and *Figure 2.4* provides an aerial view highlighting potential development opportunity sites for the Village Core District. The Village Core District is an area that could potentially support many of the uses that are desired by the community, which have been incorporated into the

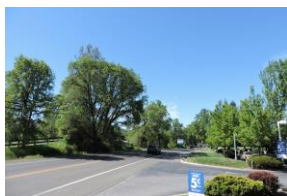
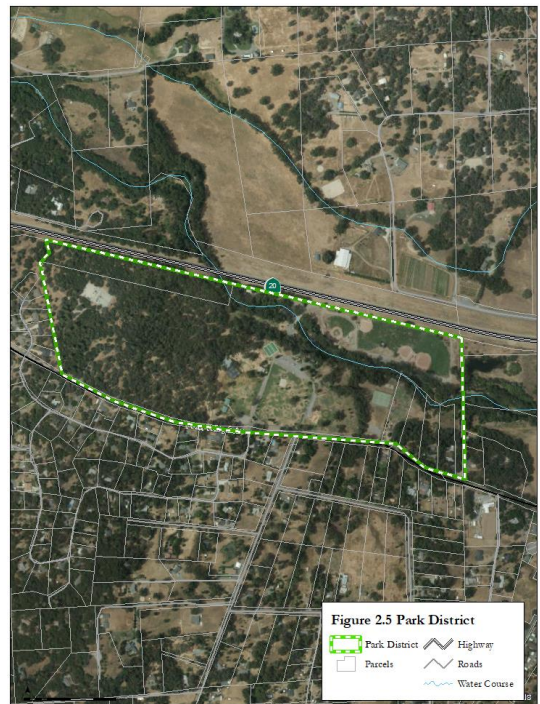


policies of this Chapter. A 4.77-acre vacant property across the street from the fire station has long been a property planned for a community center. In 2016, the County through Board Resolution Number 16-060 amended the parcel's General Plan designation and zoning from Business Park to Community Commercial to assist in the future development of the center. Properties along Squirrel Creek designated as Planned Development have the potential to provide for some of the desires of the community to support the development of local overnight accommodations, including lodging and potential camping facilities. A small handful of vacant or underutilized properties in the Village Core have the potential to be developed into indoor recreation facilities, such as a gym, as well as locally owned independent businesses, including but not limited to, retail, restaurants and cafes, and professional office uses. Ultimately, the community has requested that a permanent multi-use community plaza with public restrooms be planned for and developed in the Village Core District. The Village Core District contains existing zoning in place to help locate quality mixed-use development consisting of integrated commercial and residential development. A prime example of this is the C2 zoned property north of the Post Office, which is overlaid with the Regional Housing Need combining district. Finally, to help support the vision of the business community in the Village Core District, this Plan includes a policy to actively support community efforts to create a Village Core Business District or Business Improvement District to help facilitate and create investment strategies to support uniform and tasteful future lighting, sidewalks, streetscapes, parking and gathering places. The policies of this Land Use Chapter have been developed through stakeholder input and are tailored to help implement the future vision of the community.



Park - The Park District is intended to highlight the importance of Western Gateway Park to Penn Valley and regionally. It primarily includes Western Gateway

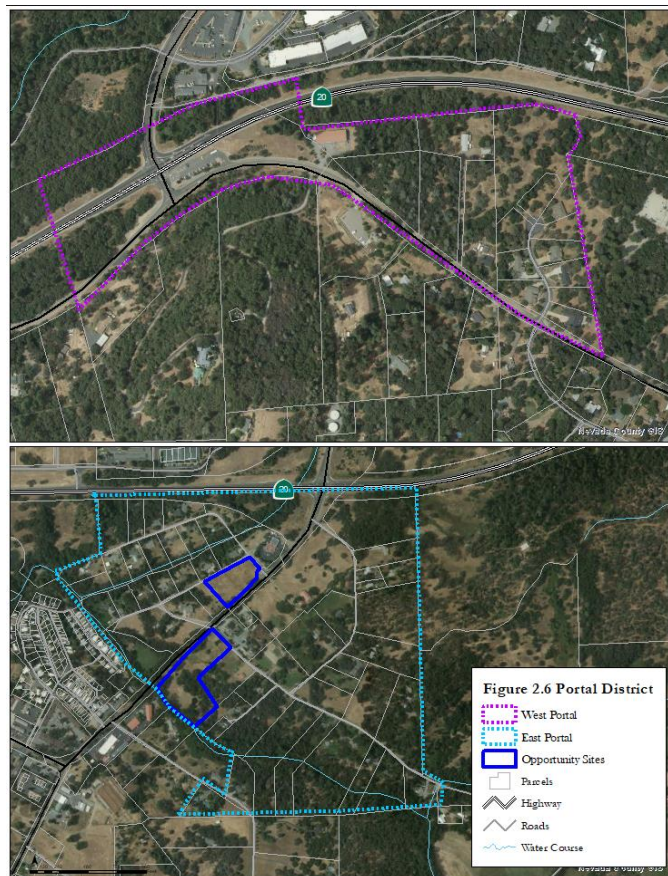
Park and a couple of smaller parcels that are immediately adjacent to the Park. In total there are six parcels in the Park District. Except for the two Western Gateway Park parcels, all other properties have a Residential land use designation, are developed with single family residences, and range in size between 1.85 and 2.13-acres. *Figure 1.2* above displays the General Plan Land Use, *Figure 2.3* depicts the zoning and *Figure 2.5* provides an aerial view an aerial view of the Park District.



Portal - The Portal District includes both the west and east entrances to the Penn Valley Village Center. It is intended to recognize the importance of entry points into the community and ensure uniformity in future directional signage or development that enhances the rural feel and sense of community in Penn Valley. Within the Portal District there are forty-six total properties with two Community Commercial designated parcels including the Shell

Gas Station and Taco Bell and the undeveloped 2.16-acre adjacent parcel, one Office Professional designated parcel that is approximately 5.5-acres next to the Village Core District. The remaining properties have a Residential land use designation with Residential Agriculture 1.5-acre zoning, including the Valley Oaks Subdivision. *Figure 1.2* above displays the General Plan Land Use, *Figure 2.3* depicts the zoning and *Figure 2.6* provides an aerial view highlighting potential development opportunity sites in the Portal District. Like much of Penn Valley, the Portal Districts are relatively flat and have access to public infrastructure. While predominately developed, the Portal District contains areas of open grasslands, oak woodlands and Squirrel Creek and its riparian corridor that reflect the overall rural character desired by the community.

Both the undeveloped CC and OP properties are located within the eastern Portal District and have the potential to support the community's vision of providing more tourist accommodations and amenities in addition to encouraging live-work opportunities with a diversity of jobs to provide a greater economic stability and new opportunities for employment in Penn Valley. The Portal Districts are closely tied both geographically and visually to the Rural Corridor, Village Core and Business Opportunity Districts. They provide the initial impression of the community character that a resident and visitor might encounter when entering Penn Valley and therefore aesthetic cohesiveness in design of lighting, landscaping, signage, commercial buildings or other built environments should be carefully planned and considered. In addition to providing the potential for some commercial growth, including lodging, the Portal District is also home to rural residential lots that range in size between 0.5 and 10.24-acres in size. Three of these parcels have the potential to be further subdivided and create an additional twelve residential units as low density residential parcels to assist with the community's goal of providing housing choices and affordability.



Business Opportunity - The Business Opportunity District includes existing commercial and industrial development and zoning on Cattle Drive/Highway 20 (East) and Commercial Avenue/Pleasant Valley Road (West). It is intended to recognize the importance of local employment opportunities and intends to provide for limited growth in a manner consistent with existing development patterns and style. There is a total of

thirty-two parcels in the west and east Business Opportunity Districts. The land is relatively flat and has access to public roads, sewer and water. The Business Opportunity District is made up of five

distinct land use designations with some properties also including a portion designated as Open Space. These designations include Industrial, Planned Development, Neighborhood Commercial, Multiple/Split, and Rural-5. *Figure 1.2* above displays the General Plan Land Use, *Figure 2.3* depicts the zoning and *Figure 2.7* provides an aerial view highlighting potential development opportunity sites in the Business Opportunity District.

The Business Opportunity District is home to the Highway 20 Industrial Park and the Gateway Commercial Center. In total nineteen properties including two “common area” parcels that have an Industrial land use designation are located within the Business Opportunity District. The Industrial land use designation is implemented by the Light Industrial (M1) zoning district. Most of these parcels are developed, but there is one small approximately 1-acre undeveloped parcel in the Highway 20 Industrial Park that could support a small level of industrial development, such as research and development for industrial agriculture or a similar use. Also located in the Business Opportunity District are four multiple or split designated parcel. They include the following base designations: 1. IND/NC; 2. IND/RUR-5; 3. IND/OS; and 4. IND/OS. Three of the four properties are developed, but one approximately 6.7-acre parcel located on Cattle Drive is undeveloped and has the potential to provide an area for future industrial growth. The Open Space areas are intended to be used as a buffer between uses that are traditionally incompatible in a rural setting, such as industrial activities and adjoining residential uses.



There are only a handful of vacant parcels in the Business Opportunity District that have the potential to house future industrial and commercial growth in Penn Valley. As a result, two Rural-5/AG-5 properties have been included in the Business Opportunity District as they are immediately adjacent to developed industrial land and as Penn Valley grows there will be a need for future job centers. One of these properties is approximately 5-acres in size and is immediately east of the developed industrial lands in the west Business Opportunity District and the other is approximately 23.38-acres and is immediately east of the developed industrial lands in the east Business Opportunity District. This Plan does not intend to re-designate or rezone these parcels, only to recognize their potential for future business growth.

One of the more promising opportunity sites in the Business Opportunity District is an approximately 30-acre property (consisting of two parcels) on Branding Iron Road across Pleasant

Valley Road from the Commercial Avenue development that has a Planned Development land use designation and Interim Development Reserve zoning. This Planned Development anticipates 14-acres of Neighborhood Commercial and 16-acres of Open Space. This property has the potential to support future commercial opportunities to augment the shopping needs of the greater Penn Valley region as it grows overtime. In addition, the Business Opportunity District includes five Neighborhood Commercial designated parcels with C1 zoning that are primarily built out and are located in the Gateway Center/Commercial Avenue and Pine Shadows Lane fronting Pleasant Valley Road that provide restaurants, services and shopping opportunities for residents of Lake Wildwood and Penn Valley.

Much like the Village Core District, the Business Opportunity District has the potential to act as an employment center and provide for enhanced shopping, employment and business opportunities in the Penn Valley region. Community input has identified the Business Opportunity District as a suitable area for increased live-work opportunities and the potential for the development of small boutique lodging developments to encourage visitors to stay longer in the region. This District lays the groundwork for the future prosperity of the region. Carefully planned clean industry and commercial development that complements existing development, providing for more diverse shopping, employment and business opportunities while blending into the existing built environment will be key to ensure a sustainable future for Penn Valley.



Rural Corridor - The Rural Corridor District follows both Highway 20 and Pleasant Valley Road. The intention of the Rural Corridor District is to protect the rural agricultural character of these properties which are visually important to maintaining the agricultural and rural identity of Penn Valley. *Figure 1.2* above

displays the General Plan Land Use, *Figure 2.3* depicts the zoning and *Figure 2.8* provides an aerial view of the Rural Corridor District. In total there are forty-four parcels in the Rural Corridor District. Each of these parcels have a Rural-5 (RUR-5) land use designation and a corresponding zoning of General Agriculture 5-acre minimum density (AG-5). They include a tapestry of open space, active agriculture, and rural residential development. Nine parcels have the potential for further subdivision and a total maximum potential density of twenty-six approximately 5-acre lots to support future low-density residential and agricultural uses. Beyond providing for the protection of the bucolic character of Penn Valley, a secondary purpose of this District is to encourage the development of a non-motorized pathway or trail to connect the Village Center to Lake Wildwood.





Lake Wildwood Commercial Center - The Lake Wildwood Commercial Center District has been included to recognize the symbiotic relationship between the Penn Valley Village Center, the surrounding area and the Lake Wildwood residential

community. Within the Lake Wildwood Commercial Center District there are six properties consisting of just under 12-acres, all designated and zoned as Community Commercial. *Figure 1.2* above displays the General Plan Land Use, *Figure 2.3* depicts the zoning and *Figure 2.9* provides an aerial view of the Lake Wildwood Center Commercial Portal District. While primarily built-out with Holiday Market as a primary occupant, the Lake Wildwood Commercial Center District contains for lease commercial and office professional spaces that provide opportunities for small business and entrepreneurs. Many services are provided within this center are utilized by residents of the Penn Valley region and the large population in Lake Wildwood provides an important concentration of consumers for the businesses located within the Village Core, Portal and Business Opportunity Districts.



Existing Commercial Development

The following series of images are intended to provide a snapshot in time of some of the existing business in the most visible areas of Penn Valley in order to capture the visual character and feel of the 2020 Area Plan. It is not meant to be all-inclusive or include all businesses in Penn Valley at the time of preparation of the 2020 Area Plan.

Village Core District (Photos 1-24)









Business Opportunity District (Photos 25-30)



Portal District (Photos 31-32)



Lake Wildwood Commercial Center District (Photos 33-36)



Design Guidelines

For the last twenty years, commercial and multi-family development in the Village Center has been subject to design review for consistency with the 2000 Area Plan Design Guidelines. These guidelines, which were intended to augment the Western Nevada County Design Guidelines, were the only element of the 2000 Area Plan that provided policy guidance for land use development in Penn Valley above and beyond the regulations established by the County General Plan and Land Use and Development Code. These guidelines have helped shape the community design that exists

in Penn Valley today and have served the community well. An overall western theme is encouraged, and recent projects have been directed to utilize the Area Plan when designing their projects and are strongly encouraged to reflect the existing built environment. The community has expressed that they enjoy where they live and wish to retain the small town feel and rural character of Penn Valley. Subsequently, the 2020 Area Plan incorporates those design guidelines, with some minor modifications based on community input, as provided for in *Appendix A*. The guidelines primarily apply to development in the Village Core District but are also applicable to discretionary development that occurs outside the Village Core District to ensure a uniform and integrated design throughout the community. Through stakeholder feedback including interviews, an online survey and during the community meetings, it was evident that the existing guidelines have been an effective tool and did not require a complete overhaul, but only minor modifications based on the current situation. As a result, some new guidelines have been added and include, but are not limited to: streetscape landscaping with pedestrian improvements such as art, places to sit and gather; trash/recycling bins; walkability improvements such as paths and sidewalks where none exist; and uniform street lighting. The Guidelines are intended to serve as an informational tool for property owners and decision makers proposing commercial, industrial, multi-family and public use development within the 2020 Plan boundaries. They enhance zoning regulations while providing a framework for site planning and project design. Zoning Regulations are contained in Chapter II of the Nevada County Land Use and Development Code.

“Downtown should look like a downtown.”

Development Opportunity Sites

Located within Village Core, the east Portal, and the east and west Business Opportunity Districts are several parcels that have the potential to support the economic future of Penn Valley. These properties are designated as Commercial, Business Park, Industrial and Planned Development, are undeveloped or underutilized, relatively flat and have access to public sewer, water and road infrastructure. As a result, Penn Valley is in a unique position to support the future growth of business, industry and homes. Community input has led to the expansion of the 2020 Plan boundaries which has added employment centers with future expansion potential to the 2020 Area Plan. Future growth on these opportunity sites will be subject to the goals and policies of the Area Plan, the County Zoning Regulations and the County General Plan. By expanding the influence of the Area Plan to some of the surrounding areas, many new residential properties and some existing properties that have the potential to support future residential growth have been identified through this update. Subsequently, Penn Valley is poised to continue to provide a variety of housing types and opportunities for current and future residents.

The last comprehensive economic study prepared for the Penn Valley area was completed in the year 2000 and was used to support the development of the 2000 Area Plan. Other more recent broader studies, such as the 2007 Western Nevada County Economic Development Strategy Study (Board Resolution No. 07-619) reviewed Business Park, Commercial and Planned Developed designated properties in Penn Valley in context of the greater economic health of western Nevada County. Subsequently, through the preparation of the 2020 Area Plan, the need for an updated economic study that evaluates the Penn Valley and Lake Wildwood market area has been identified and has been developed as a policy to support the Plan’s goal of sustaining a year-round community

and economy for the Penn Valley region. The purpose of the Study will be to review the strengths, weaknesses and untapped opportunities to attract and support the growth of specific business sectors, such as but not limited to agriculture, industrial agriculture research and development and manufacturing, and agritourism. The information above, which highlights potential opportunity sites by District can be useful in the development of a future economic study for the greater Penn Valley region.

Site Performance Combining District

All properties within the Penn Valley Village Center have included the Site Performance (SP) combining district since the adoption of the 2000 Area Plan. The purpose of the SP combining district is to provide for refinements in the site development standards and/or the permitted uses in the base zone district with which the SP District regulations are combined. Such refinements are intended to ensure consistency with, and further the intent of, all General Plan policies. In this instance, the SP is intended to direct property owners and County staff to the applicability of the Area Plan. Through the input provided at the area plan community meetings, the 2020 Area Plan boundaries have been expanded. Subsequently, through the implementation and adoption this Area Plan, the SP combining district will be added to the new parcels that have been included in the Plan boundary as a result of their proximity and influence on the overall Penn Valley region.

Land Use Goals & Policies

Community Land Use Vision

Penn Valley is a modern rural community providing quality of life for its residents. The community is welcoming to day-visitors to enjoy the year-round “down-home” attractions such as music in the park, rodeo competitions, farmers market and holiday events. The top priorities (in no particular order) of the community are to:

1. Develop a year-round economy that will foster local business;
2. Preserve community character;
3. Protect and restore natural resources;
4. Value historic resources;
5. Create community gathering places;
6. Preserve the Legacy of the Penn Valley Rodeo;
7. Connect Penn Valley and the Lake Wildwood areas through multi-use trail systems; and
8. Provide unique lodging and camping opportunities so day-visitors can stay a longer.

GOAL LU-1: PRESERVE THE RURAL LIFESTYLE OF PENN VALLEY

Policy LU-1.1: Rural Setting

Attract and accommodate growth in a manner that balances between the preservation of the existing rural setting and prepares for future considerations.

Policy LU-1.2: Community Design Districts

Provide appropriate land use opportunities to realize the intent and theme of each Community

Design District at a similar size and scale as surrounding buildings. As a whole, Community Design Districts shall protect the rural character unique to each of the six identified districts.

GOAL LU-2: SUSTAIN A YEAR-ROUND COMMUNITY AND ECONOMY

Policy LU-2.1: Zoning

Provide the zoning and adequate space to accommodate a diverse mix of commercial, industrial, recreational, tourist accommodation, residential and public service uses distributed appropriately across the six different Community Design Districts.

Policy LU-2.2: Uses

Facilitate the following uses to locate and/or remain within the Area Plan: indoor and outdoor recreation; full-service community market; community center with gathering, meeting and classroom space; lodging; camping; retail; restaurants and cafes; agriculture support businesses; and professional offices.

Policy LU-2.3: Shop Local

Support local-owned, independent businesses that reflect the core values of Penn Valley, Lake Wildwood and residential and agricultural surroundings.

Policy LU-2.4: Live-Work

Encourage live-work opportunities within the Village Core, Lake Wildwood Commercial, Business Opportunity West, Portal East and West Community Design Districts with a diversity of jobs to provide greater economic stability and new opportunities for employment in Penn Valley.

Policy LU-2.5: Special Events Areas

Establish special event areas with the purpose of establishing community gathering places and to assist with permit streamlining for art shows, food and beverage tasting events, seasonal markets, athletic events and other community activities.

Policy LU-2.6: Community Plaza

Support the development of a permanent multiple-use community plaza with public restrooms.

Policy LU-2.7: Rodeo Grounds

Recognize the Penn Valley Rodeo Grounds as a legacy land use that is compatible with the community's goals of preserving rural character and supporting the local economy.

Policy LU-2.8: Interim Development Reserves

Assess Interim Development Reserve (IDR) zoned areas within the area plan to identify uses that are compatible with community goals, surrounding uses and natural resources, and address current and future needs.

Policy LU-2.9: Economic Study

Support the preparation of an Economic Study, preferably through a public/private partnership, that evaluates the Penn Valley and Lake Wildwood area market in terms of its strengths, weaknesses and untapped opportunities to attract and support specific business sectors.

Policy LU-2.10: Village Core Business Improvement District

Actively support community efforts to create a Village Core Business Improvement District that creates investment strategies to support lighting, sidewalks, streetscapes, parking and gathering places.

Policy LU-2.11: Overnight Accommodations

Facilitate the development of small boutique lodging developments within the West/East Portal, West Business Opportunity, and/or the Village Core Community Design Districts.

GOAL LU-3: CONSERVE EXISTING COMMUNITY, LANDSCAPES AND RESOURCE VALUES

Policy LU-3.1: Community Setting

Promote uses and activities that complement the community setting and avoid impacts to the adjoining resources.

Policy LU-3.2: Natural Resource Protection

Conserve, protect and enhance the existing natural resources within the Area Plan in order to both conserve the natural character and compliment the built environment.

Policy LU-3.3: Open Space

Open space designation in the Area Plan is intended to protect water and riparian resources, provide habitat conservation and consider other resources within the landscape on individual parcels. Open space is a planning tool to be used to establish a buffer between uses that are traditionally incompatible in a rural setting such as industrial activities and adjoining residential zoning.

Policy LU-3.4: Water Conservation

Recognize the impact of climate change on the region's landscape and resources. Incorporate water conservation components into the design, construction, and operation of new construction and major renovations.

GOAL LU-4: ENSURE HOUSING CHOICES AND AFFORDABILITY

Policy LU-4.1: Housing Availability - Lifecycle

Increase the availability and affordability of quality housing opportunities that accommodates a diverse demographics of age, household size, and income providing lifecycle housing for a sustainable community.

Policy LU-4.2: Housing Availability - Choices

Ensure zoning within the Area Plan facilitates housing choices that accommodates a wide range of community preferences appropriate for each Community Design District.

Policy LU-4.3: Missing Middle

Identify opportunities to incentivize the development of housing which is affordable to the above-

Moderate (Missing Middle) income range, 120 to 195 percent above Area Median Income.

Policy LU-4.4: Mixed-Use

Locate quality mixed-use, commercial/residential, development within the Village Core Community Design District.

Policy LU-4.5: Disadvantaged Community

Facilitate the identification of opportunities as a Disadvantage Community to secure funds for housing and community infrastructure needs.

Land Use Implementation

The following actions will accelerate implementation of the goals and policies listed above.

1. Establish a Site Performance (SP) Combining District to parcels within the Plan boundaries to enhance economic vitality while protecting the rural character of Penn Valley.
2. Amend the General Plan Land Use designations and Zoning Districts for select properties to align their use with the appropriate designation or district as follows:
 - Western Gateway Park 7.11-acre RES/RA property to REC/REC;
 - Nevada County Cemetery District Parcels from RA-1.5-SP to Public (P). Properties General Plan Designation is already Public (PUB).
3. Preserve and enhance the visual and historic assets of Penn Valley by implementing area-specific design standards to supplement the Western Nevada County Design Guidelines.

Design Review

Design Review for all discretionary development projects within the 2020 Area Plan shall be required. Proposed plans shall include project details that demonstrate visual compatibility with the community in conformance with the County's stated design goals, as reflected in the General Plan and the 2020 Area Plan. The Western County Design Standards are included by reference and supplement the site and building design standards specific to Penn Valley.

Chapter 3

Economic Development

Penn Valley has adequate infrastructure and broad-based community support for economic development to enhance employment and shopping opportunities, so long as that development is carefully planned to complement the existing built environment and maintain the rural character of the community. The community desires to build upon local assets and support the development of small local business that do not detract from the overall small town feel and sense of place that makes Penn Valley a special place for its residents. While there is a need to revitalize the physical appearance of some of the older commercial buildings in the area, new investment has been occurring over the last few years that has enhanced the overall aesthetic of the Village Core making it more inviting to visitors and residents alike.

Economic development is described as the process of creating wealth through the mobilization of human, financial, physical and natural resources to generate marketable goods and services. Through comprehensive strategic planning, it is possible to maximize utilization of local resources while minimizing local constraints in order to achieve a healthier local economy. Simply put, economic development is preserving, creating and attracting jobs and associated public services.

Choosing the right economic development strategy can pose a challenge for small towns and rural communities, such as Penn Valley. When it comes to economic development, rural communities often struggle to reach the critical mass required to attract employers and sustain economic growth. This is particularly true for rural communities that are more sparsely populated or farther removed from metropolitan areas. Difficulty attracting jobs or employers often results in population loss, which in turn results in difficulty attracting employers. Rural communities, whether facing challenges due to remoteness and population decline, or due to proximity to metropolitan areas and rapid population growth, can benefit from pursuing asset-based economic development strategies. Penn Valley is approximately 10-minutes driving time from Grass Valley and approximately 30 miles from the Marysville/Yuba City urbanized area. These larger communities backfill the commercial needs of the community, yet the residents and business owners of Penn Valley desire self-sufficiency and the ability to shop locally for their general needs.

“Penn Valley is a good place to live and start a small business.”

Economic viability necessitates a concerted and ongoing promotional campaign that uses advertising, signage and special events to draw people with diverse interests to the area. Social gathering activities like the Penn Valley Rodeo, and community celebrations, like concerts in the park that feature the unique attractions of the area are recommended. To help visitors stay longer and spend their tourist dollars at local restaurants and stores, Penn Valley will need nearby lodging facilities well-designed for the rural character of the area. Campground sites, public restrooms, and off-street parking to accommodate public gatherings are considered desirable amenities. Wayfinding signage, such as the existing wine trails signs that identify and guide people to the attractions the area affords are helpful



with variety of housing options.

in branding the area as a destination. Some investment has already been made in providing identifying signage along Highway 20 by local community-based organizations. Additional community identification signage in the west and east Portal District is encouraged to continue to build upon Penn Valley's sense of place and appearance as a thriving and welcoming commercial center

Penn Valley's agricultural and ranching history play a key role in potential economic development. It is the desire of the community to continue to grow with unique shopping experiences that are competitive and provide jobs that support a family and the lifestyle that makes Penn Valley unique. The community finds that new businesses are bringing a progressive vibe to the Village Core and greater Penn Valley region but have a strong desire to invoke changes that fits into the rural scheme of things.

Existing Economic Conditions

Infrastructure Assessment



Housing conditions and costs vary greatly throughout Penn Valley from sprawling ranches, rural residential lots and medium to higher density housing. Stakeholder input has outlined that the community recognizes that Penn Valley can support its fair share of housing and that more senior housing is needed but is opposed to concentrating too much achievable housing in the area.



Lodging in Penn Valley is lacking. Throughout the community meetings that shaped this Plan, stakeholder input consistently expressed a desire to establish overnight lodging, such as a boutique hotel and camping/recreational vehicle facilities that would allow people to come to Penn Valley to visit and to stay longer, capitalizing on the areas wineries, the rodeo, as well as other natural and historical resources in the area.



Commercial activity within Penn Valley is geared towards serving the needs of the local community, including providing services and amenities the allow residents to shop local and in most cases, not leave their community out of necessity. The 2020 Area Plan identifies three unique but related economic areas, being the Village Core, Business Opportunity and Lake Wildwood Commercial Center Districts that provide the services, amenities and commercial shopping opportunities of the region.

Economic Strengths and Challenges

The Penn Valley area already has a strong commercial and service base to build upon and has the population to support these local businesses. Relatively flat vacant and/or underutilized Business Park, Commercial, Office Professional and Industrially designated infill properties, a varied housing stock including achievable options with room from growth, and adequate public infrastructure and

services provide a path for economic prosperity in Penn Valley. In addition, the community has untapped potential as a tourist destination by focusing on agritourism and building upon the rich agricultural history of the area. A plan and program for economic viability will require a stronger physical presence and identity that draws travelers off of Highway 20 to stop in and visit the local restaurants and stores on their way to local and regional recreation and tourist destinations such as Lake Englebright, Bridgeport, Spenceville Wildlife Reserve, the South Yuba River, Grass Valley/Nevada City, the Tahoe National Forest and the Truckee/Lake Tahoe/Reno area.

Key local champions and leaders, such as the Penn Valley Chamber of Commerce will need to spearhead strategic planning and continue to develop a business plan to attract investment in the area. To sustain the economic health of the future of Penn Valley, community and business leaders, as well as the Penn Valley Municipal Advisory Council, will be critical in welcoming new businesses from outside the area, encouraging them to plant roots in the community and addressing the NIMBYism of local citizens. The formation of a Business Improvement District (BID) is encouraged to facilitate and maintain improvements in the Village Core district that are desired by the local business community. Based on input received, these improvements have been incorporated into the Plan's Design Guidelines, and include, but are not limited to: streetscape landscaping with pedestrian improvements such as art, places to sit and gather; trash/recycling bins; walkability improvements such as paths and sidewalks where none exist; and uniform street lighting.

To achieve a sustainable local economy, the community will need to capitalize on the rural quality of life and agricultural values of the area. Community feedback focused on agriculture as a historic and future economic force for Penn Valley. There is a desire to use ranching and farming as the core economic engine but to expand its potential through agritourism and the creation of an agricultural manufacturing, research and development, and processing industry. To thrive it will be critical to develop a more diversified economy and employment base, while also providing the critical services and commerce options to meet the needs of the community. A strategy to achieve this is through building on the strengths and uniqueness of a rural small town, by establishing a brand for Penn Valley that is steeped in the quality that the area provides. As a tightknit community, another significant strength is rooted in collaboration, engagement and civic pride. This strength leads to strong desire to promote and keep small businesses local and a part of the community. By collaborating and sharing of resources, such as creating local shared commercial spaces, the local economy can grow like a garden by increasing the value of local agricultural resources while making the best use of the ingenuity of the local population. To meet this end, the 2020 Area Plan identifies the community's need for a refrigeration center, a certified USDA butchering facility, an agricultural centric makers or production space, and a shared commercial or commissary kitchen to create value added agricultural products, as a strategy for achieving the community's economic vision.

“Accommodate the mobile workforce of today and maintain our communities’ character.”

Key Strengths and Challenges



Rustic small-town atmosphere, history, agricultural resources, a relatively affordable housing stock and natural beauty are the primary draws to Penn Valley. Most residents appreciate that the area has grown slowly overtime and take pride in its rural roots.



Local events that promote the agricultural history of the area create an instant identity for most residents of Penn Valley and draw visitors to the area. The community has highlighted that the lack of overnight lodging in Penn Valley has allowed leakage of potential visitor spending to areas outside of the region.



Proximity to Highway 20 and an abundance of natural, historic and recreational resources offers substantial potential to capture more visitors driving through the area.



Nearby markets like Marysville/Yuba City, Grass Valley/Nevada City and Sacramento are major employment centers that provide services including restaurants, general merchandise, apparel, home furnishings/appliance stores, and building supply stores. These markets provide a competitive challenge for local businesses and are something commercial investors and developers must

fully consider.

Economic Development Goals & Policies

Community Economic Development Vision

To create a sustainable and thriving residential, commercial, industrial and service economy to provide a broad range of economic opportunities for all Penn Valley residents and visitors.

GOAL ED-1: MAKE PENN VALLEY A BETTER PLACE TO LIVE BY PROVIDING MORE JOBS AND SERVICES FOR LOCAL RESIDENTS

Policy ED-1.1: Local Services

Retain and expand existing landmark businesses that serve the needs of Penn Valley residents and the greater community.

Policy ED-1.2: Sustainability

Encourage sustainable businesses that support development of clean industry, increased services and provide for higher paying jobs. To capitalize on the rural and agricultural character of the area, emphasis should be focused on growing businesses in agriculture, agricultural technology, industrial agriculture research and development, agricultural manufacturing, and agritourism, while also promoting economic diversity and prosperity for residents.

Policy ED-1.3: Character and Branding

Build the local economy on Penn Valley's strengths and uniqueness as a rural small town with agricultural values. Achieve a more diversified economy and employment base consistent with community character. Establish a recognizable brand of goods and products that represent Penn Valley that is based on the quality that the area provides (e.g. Free Range Beef, Wine, etc.).

Policy ED-1.4: Economic Gardening

Promote and keep small business local and in the community through collaboration and sharing of resources, such as creating local shared commercial spaces that can help building upon the agricultural resources and ingenuity of the local population. These facilities may include, but are not limited to, a refrigeration center, a certified USDA butchering facility, an agricultural centric makers or production space, a shared commercial or commissary kitchen to create value added agricultural products.

GOAL ED-2: ACHIEVE A SUSTAINABLE LOCAL ECONOMY BY BUILDING UPON THE AREA'S EXISTING BUSINESS AND COMMERCIAL CENTERS

Policy ED-2.1: Town-Center

Provide incentives and remove barriers to help establish a town center in the Village Core as the key focal place of Penn Valley. Focus uses toward commercial retail, dining, groceries, professional offices and services.

Policy ED-2.2: Mixed-Use

Continue to establish the Village Core and Portal Districts as mixed-use, commercial, and residential hubs.

Policy ED-2.3: Rural Identity

Protect Penn Valley's rural identity and character by discouraging commercial growth within the Rural Corridor, while promoting new commercial development in the Village Core, Business Opportunity, Portal and Lake Wildwood Commercial Center Districts to follow the established design guidelines of the Area Plan. Within the Portal District, community identification signage is encouraged to follow a western theme and be reflective Penn Valley's rural sense of place.

Policy ED-2.4: Broadband

Encourage broadband internet availability throughout Penn Valley, with special emphasis on the Village Core and Business Opportunity Districts. Seek funding sources and innovative approaches to extending communications systems throughout Penn Valley.

Policy ED-2.5: Regional Collaboration

Work collaboratively to promote regional economic development strategies to establish and implement a clear economic strategy that looks at Penn Valley and all its parts, including Lake Wildwood, Penn Valley Village Center, and the surrounding ranches and farms. Leverage Penn Valley's "natural capital" in implementing economic development strategies and increase participation and coordination of local agencies.

Policy ED-2.6: Funding

Utilize and leverage funding from a variety of public and private services.

Policy ED-2.7: Create Interest

Create public plazas, gathering spaces, attractive street and sidewalk lighting, and active streetscapes to promote a lively market.

Policy ED-2.8: Special Events

Promote the development of additional festivals and cultural events, such as the Rodeo, with emphasis on producing multi-day events that will keep visitors in Penn Valley longer.

Policy ED-2.9: Visitor Experience

Improve the visitor experience by creating attractive and inviting community gateways within the west and east Portal District, allowing for signage to identify the community and encouraging commercial development in the Portal and Business Opportunity District to reflect the small-town character of Penn Valley.

Policy ED-2.10: Stay and Play

Encourage the development of tourist accommodations in the Village Core, Business Opportunity and Portal Districts.

Economic Development Implementation

The following actions will accelerate implementation of the goals and policies listed above.

1. Collaborate with the Penn Valley Area Chamber of Commerce, the Nevada County Economic Resource Council, the Sierra Business Council and other economic development organizations and opportunities in grant proposals to fund collaborative economic development projects.
2. Work with the Penn Valley community-based organizations to develop and provide gateway-style information (maps, signage, wayfinding) for visitors on how to access key natural resource and cultural amenities, such as but not limited to Bridgeport, Spenceville, and local wineries and shops. Identify the elements needed to link existing assets and attract more travelers to stop in Penn Valley and access commercial services.
3. Utilize the Penn Valley Area Chamber of Commerce, the Nevada County Economic Resource Council, the Sierra Business Council and other economic development organizations and opportunities to enhance the marketing visibility of Penn Valley.
4. Research funding resources, develop funding strategies, and provide grant assistance to local businesses for economic development projects, infrastructure needs and building renovation.
5. Implement design standards for buildings and structures that reflect Penn Valley's rural small town and agricultural identity as found in *Appendix A* and the Western Nevada County Design Guidelines.

Chapter 4

Public Services and Infrastructure

Existing residential, commercial, industrial, and other development in Penn Valley requires supporting infrastructure including water, sewer, and public health and safety programs. The Public Services and Infrastructure chapter describes the transportation and circulation system, and the public and quasi-public facilities and services located in and around the Penn Valley Village Center and surrounding area.

Existing Public Services

Roadways



State Highway 20 is the major east-west highway that provides regional access to Penn Valley, connecting communities like Lake Wildwood, Rough and Ready, Grass Valley and Marysville to the Village Core. Pleasant Valley Road at Highway 20 serves as the western access point to the Village Core and also connects Penn Valley to Lake Wildwood. The eastern access into the Village Core off of Highway 20 is provided by Penn Valley Drive, which also connects the community to Rough and Ready. At the intersection with Spenceville Road entering the Village Core from the south, Penn Valley Drive runs in an east-west direction and provides access to commercial, residential and recreational (Western Gateway Park) amenities to the point where it intersects with Pleasant Valley Road. Adjacent to Penn Valley Drive is the Penn Valley pedestrian and bike trail that serves the community. Located throughout the Village Core and the Plan area are several local roads that provide access to business and residences and make up the roadway infrastructure for the greater Penn Valley region.

Transit Service



Nevada County Transit (Gold Country Stage) provides fixed route bus service to the Penn Valley area six days per week with six runs per day Monday – Friday and four runs on Saturday. Service is provided along Penn Valley Drive from Highway 20 and Rough & Ready Highway in the east to Pleasant Valley Road to Lake Wildwood and Highway 20 in the west. The first departure from Penn Valley towards Grass Valley is 7:01 AM and the last departure is 6:30 PM Monday – Friday.

“How do we plan for the next generation.”

Pedestrian Improvements



County Zoning Regulations and the existing 2000 Area Plan encourage the development of pedestrian walkways and paths to link adjacent uses and reduce dependency on the automobile. The County General Plan Circulation Element also encourages development that supports walkability, encouraging streets to accommodate pedestrians as well as automobiles by providing safe sidewalks. While the overall community lacks an integrated sidewalk system, the Penn Valley pedestrian and bike trail serves this purpose to some degree and has the potential to be extended to connect other parts of the community.

Community-identified solutions to improve pedestrian and bicycle access to the Village Core to and from Lake Wildwood include supporting the development of a future extension of the Penn Valley Drive pedestrian and bike trail along Pleasant Valley Road. This community feedback was the primary impetus for adding areas along Pleasant Valley Road property frontage to the Area Plan boundaries as a Rural Corridor District.

Sewage Disposal/Wastewater



The Penn Valley community is located in the Nevada County Sanitation District #1 (NCSD-1) Zone 6. The Nevada County Public Works Department, Wastewater Division administers and maintains sewage collection systems and treatment facilities for NCSD-1, which provides sewer service to approximately 5,230 accounts in western Nevada County with a total population of 14,000. Currently, there are ten zones in NCSD-1 with facilities that collect and treat approximately 1,245,000 gallons of wastewater each day.

Zone 6 is currently served by the Lake Wildwood Wastewater Treatment Plant (LWW WWTP) located northwest of the Penn Valley community on Pleasant Valley Road. The Penn Valley collection system conveys septic tank effluent from individual septic tanks through a network of force mains to Lift Station 51A near the corner of Penn Valley Drive and Spenceville Road in Penn Valley. The sewage is then pumped to the LWW WWTP. The zone currently serves 347 active connections. The sewer force main also provides service to Zone 12 (Valley Oak Court), which is expected to merge into the Penn Valley Zone in 2021. The Penn Valley WWTP located south of the village center is no longer in use and is planned to be decommissioned in 2121.

The Lake Wildwood WWTP is located at 12622 Pleasant Valley Road in Penn Valley and currently provides treatment services to a population of approximately 8,100. Treated wastewater from the plant is discharged to Deer Creek, a tributary to the Yuba River. The Lake Wildwood WWTP has a design capacity of 1.12 mgd during wet weather and 0.69 mgd during dry weather. Average dry weather flows are 0.46 mgd, well under the design capacity. A flow study conducted by Kennedy/Jenks Consultants in 2011 determined that the Lake Wildwood WWTP is sized to meet anticipated growth for the next 5 to 10 years in the Lake Wildwood and Penn Valley communities (Nevada LAFCO 2015). Growth within the zone has been much slower than what was anticipated in the Kennedy/Jenks study according to the County Wastewater Operations Manager. Should current growth rates continue, and without any sizable development, it is anticipated that, as of the writing of the 2020 Area Plan, the LWW WWTP has capacity for another 5-7 years.

Water Supply



Nevada Irrigation District (NID) and private individual wells provide domestic, fire flow and agricultural water for the Penn Valley area. The Lake Wildwood Treated Water System supplies 3,206 service connections (2.83 customers per connection) in and around the Lake Wildwood/Penn Valley area. The water treatment plant has a maximum rated capacity of 4 Million Gallons Day (MGD). The historic maximum day demand at the facility was 3.952 MGD in 2008. Through conservation, consumption has decreased since that date, but the plant is nearing its total capacity. The District is currently exploring options to increase capacity. The two options include expansion of the existing water treatment plant, or an interconnection with the treated water system in Grass Valley (Elizabeth George Treatment Plant), or some form of both.

The District has multiple irrigation water canals in the Penn Valley area that support the agricultural community. A majority of the District's irrigation water customers utilize NID waters for irrigated pasture, family gardens, and hay. The District is in the midst of developing a Raw Water Master Plan that will provide guidance on projected water demands and infrastructure projects District wide for the next 50 years.

The Quincy Pipe, Squirrel Creek and the Riffle Box Canals are in the vicinity, and at the time of preparing of the Area Plan, NID had the following water accounts within the 2020 Area Plan Boundary:

- 102 Treated Water
- 11 Irrigations
- 2 Pumps

Improvements were completed in Fall of 2019 to improve fire flow to a minimum of 1,000 gpm in Penn Valley. The boundary evaluated included NID's existing system and areas that may be served in the future.

Solid Waste



Waste Management provides for the collection and transportation of solid waste to the dump/transfer station located at the McCourtney Road Transfer Station. This includes waste from all residential, commercial, and industrial properties, including recycling material and green waste.

“Need to find ways to facilitate smart growth that maintains rural life.”

Penn Valley Post Office



residents within this zip code.

Penn Valley Post Office located at 17612 Penn Valley Drive provides post office boxes for the 95946-zip code and full postal services to customers. A small portion of the proposed Area Plan boundaries that is north of Highway 20 within the Rural Corridor District west to just past Gray Oak Drive are within the Rough and Ready 95975 zip code and a small post office is located near the town center of Rough and Ready that provides post office boxes to

Emergency Services



personnel and relies on part time firefighters to augment the full-time staff.

The Penn Valley Fire Protection District (PVFPD) was officially formed in 1974 succeeding the Penn Valley Volunteer Fire Department. The District serves 92 square miles in Western Nevada County, including the Penn Valley, Lake Wildwood, Kentucky Flat, Mooney Flat and Big Oak areas. The District is governed by a five-member Board of Directors elected by the citizens of the District. Fire administration consists of a Fire Chief, one Finance Administrator and an Office Manager. The District employs twelve full time career fire

The PVFPD has three fire stations: Station 43 located at 10513 Spenceville Road, Station 44 located at 18989 Lake Forest Drive, and Station 45 located at 12370 Bitney Springs Road. Stations 43 and 44 are staffed 24 hours a day with a minimum of two personnel, while Station 45 relies on off-duty personnel for staffing. The PVFPD is equipped with two frontline fire engines, two reserve fire engines, two frontline ambulances, one reserve ambulance, one water tender, two staff vehicles, one rescue vehicle, and one utility vehicle. The PVFPD provides paramedic and ambulance service to the entire Penn Valley area extending well beyond the Area Plan boundaries.



Valley Drive.

Law enforcement services are provided in the Penn Valley area by the Nevada County Sheriff's Department, who in 2018 in coordination with local Penn Valley merchants opened the West County Service Center substation in the Penn Valley Shopping Center located within the Village Center at 17422 Penn

Electricity and Propane



Electricity is provided by Pacific Gas & Electric Company (PG&E). Electrical service is primarily transmitted over existing overhead lines along collector and local streets. Propane is supplied by multiple providers to the Penn Valley area.

Schools



The Penn Valley Union Elementary School District formed in 2014 as a result of the consolidation of the Ready Springs and Pleasant Valley School Districts. Three schools make up the school district, including Ready Springs School which houses Transitional Kindergarten through 8th grade students, Vantage Point Charter School an independent study school, serving K-12 students, both located at 10862 Spenceville Road which is within the Area Plan boundaries, and Williams Ranch School which houses Kindergarten to 5th grade students located at 14804 Pleasant Valley Road which is outside of the boundaries of the Area Plan.

Library



The Penn Valley Library is the newest branch of the Nevada County Community Library system and is located on Pleasant Valley Road across from the main entrance to Lake Wildwood. Opened in 2002, this station operates in the Lake Wildwood Shopping Center at 11336 Pleasant Valley Road in the northern extent of the Area Plan boundaries.

Public Services and Infrastructure Goals & Policies

Community Public Services and Infrastructure Vision

The Penn Valley community's infrastructure, emergency services, along with its roads and trail systems are recognized as a model for small-rural community best practices.

GOAL PS-1: PROVIDE SAFE AND EFFICIENT MULTI-MODAL CIRCULATION

Policy PS-1.1: Safe Connectivity

Provide for safe movement of vehicles, pedestrians, bicyclists and equestrians, as well as to accommodate various transportation modes, safe highway, street and road crossings are encouraged throughout the Penn Valley and the Lake Wildwood area.

Policy PS-1.2: Multi-Purpose Paths

Commercial and multi-family residential development with frontage along Penn Valley Drive, Pleasant Valley Road or Spenceville Road, and both public and development-related road improvements should include the construction of multi-purpose paths.

Policy PS-1.3: Path System

Develop an integrated path and trail system that considers pedestrians, bicyclists, equestrians and, where appropriate, golf carts to provide access from the surrounding Penn Valley and Lake Wildwood communities to the Village Core promoting safe routes to school, connectivity and healthy lifestyles.

Policy PS-1.4: Co-Locate Public Parking Facilities

Locate appropriate public parking facilities in commercial areas that add pedestrian/bicycle

traffic and serve as a catalyst for private development, provided they do not detract from commercial activity.

Policy PS-1.5: Wayfinding

Design and implement an integrated wayfinding signage program throughout the Area Plan and to other attractions in the region, to support businesses and efficiently direct residents and visitors on foot, bike, horse or vehicle to recreation, commercial, lodging, public services, transit and parking.

Policy PS-1.6: Circulation

Access within the Area Plan to neighboring commercial sites should occur easily and safely without the need to re-enter the street. Encourage shared-use parking facilities with agreements between businesses to support this policy.

Policy PS-1.7: Bicycle Racks

Commercial and services located within the Area Plan are encouraged to install bike racks to support their cyclist patrons.

GOAL PS-2: PROMOTE ENERGY EFFICIENCY

Policy PS-2.1: Alternative Energy

Encourage new and remodeled structures to incorporate design techniques to reduce energy consumption and or produce power through alternative renewable sources.

GOAL PS-3: PROVIDE COMMUNICATION AND INFORMATION INFRASTRUCTURE UTILIZING THE BEST AVAILABLE TECHNOLOGY

Policy PS-3.1: Broadband

Promote readily accessible distributed broadband internet service through the developed portion of the Plan area.

GOAL PS-4: PROTECT THE PUBLIC HEALTH AND SAFETY BY MAINTAINING INFRASTRUCTURE AND FACILITES THAT SERVE PENN VALLEY

Policy PS-4.1: Sanitary Sewer

To protect the public and the environment, ensure sanitary sewer facilities, both collection and treatment are sufficient to serve the Plan area's proposed density of residential, commercial, industrial and public uses.

Policy PS-4.2: Fire Protection

Consider public safety issues, including defensible space to reduce fire risk in all aspects of development design in the Area Plan.

Policy PS-4.3: Fire Protection

Maintain and grow the Penn Valley Fire Protection District services and capacity to meet the needs of the Area Plan residents and the entirety of the Fire District.

Public Services and Infrastructure Implementation

The following actions will accelerate implementation of the goals and policies listed above.

1. Support efforts to explore the feasibility of providing a pedestrian, bike, and potentially golf cart path along Pleasant Valley Road to provide a non-automotive connection between the Village Center to Lake Wildwood.
2. Support efforts to explore the feasibility of extending the Penn Valley pedestrian and bike trail to the region's rural and agricultural outlying areas, including providing soft surfacing along rural roads such as Spenceville Road where feasible for the purpose of improving equestrian access to and from the Village Center.
3. Support efforts being undertaken by the Nevada Irrigation District to improve domestic, agricultural and fire flow water service to the Plan area.
4. During updates to the County Capital Improvement Plan and through the review of discretionary development permit applications, utilize existing and applicable Non-motorized Trail, Pedestrian Improvement, Bicycle or Active Transportation Plans to help guide the future development of long-range non-motorized connectivity improvements.

Chapter 5

Recreation

The Recreation chapter identifies existing recreation activities and provides guidance for the preservation and enhancement of high-quality recreation experiences around Penn Valley. The 87.14-acre Western Gateway Park is a local and regional draw for recreationists in western Nevada County. The Park hosts a myriad of amenities that provide the primary recreational outlet for locals and tourists alike. Both passive and active recreational activities exist at the park, including but not limited to: hiking and biking trails; lawns and picnic areas; tennis courts; the Hanging Oaks disc golf course; a dog park; a bike park; softball and little league fields; children's play areas; as well as several other typical park amenities. Squirrel creek traverses through the park, which creates a natural environment within this developed setting. For a full list of amenities at the Park, please see the most current adopted version of the Park's Master Plan. In addition to the Western Gateway Park, Lake Wildwood provides a great deal of recreational opportunities and facilities that are available to residents and their guests. While, these amenities are generally private, recently the Lake Wildwood Association has been researching the potential of allowing the public in to use the Golf Course and potentially other recreational facilities within the gated community. The Rodeo Grounds provides an additional area for recreational events such as the popular annual Penn Valley Rodeo that draws in hundreds to thousands of visitors and is a source of local pride that reflects the western roots of the community.

It's been long proven that having a range of recreational activities available in a community promotes economic development and supports a sustainable vibrant local economy. In addition to supporting the local economy by drawing in visitors and serving the local and regional communities recreational needs, recreation can have important non-economic benefits as well. Having safe, fun and accessible physical activities available locally helps improve not only physical and mental health of individuals but also provides social benefits in support of a community's sense of place and overall has been proven to strengthen a community (*California State Parks, 2005*). A number of documents help guide recreation in this region of Nevada County, including the Western Gateway Park Master Plan (2018), the Nevada County Non-Motorized Trails Master Plan (2010), the Nevada County Bicycle Master Plan- Amendment 1 (2016), and the Nevada County Pedestrian Improvement Plan (2011, Amended 2014).

"I came for a visit and stayed."

Existing Recreation Activities

Trails and Paths

There are a handful of non-motorized recreation trails in Penn Valley that serve the public. A brief description of the more popular trails is provided below.



Western Gateway Park, Fitness and Bike Trails - there are many trails that weave through Western Gateway Park. One of the more popular trails in the Park is the approximately 1-mile loop trail which connects to many of the other amenities throughout the park.



Penn Valley Pedestrian and Bike Trail - This trail traverses the Village Center and runs approximately 1.7-miles from the park and ride at Highway 20 and Penn Valley Drive to the shopping center at the intersection of Penn Valley Drive and Spenceville Road.



South Yuba State Park, Buttermilk Bend Trail - Located approximately 17 miles from the Penn Valley Village Center, the South Yuba State Park-Bridgeport's Buttermilk Bend trail is a popular destination for wildflower viewing and passive recreation for the region.



Spenceville Wildlife Management and Recreation Area - An abundance of trails exist in the Spenceville Wildlife Preserve for hikers, bikers and equestrians. Located approximately 30 minutes from the Penn Valley Village Center, one of the most popular trails is an approximately 5-mile loop trail from Fairy Falls to Beale Falls.



Equestrian Trails - While there are not any recognized public equestrian trail system in the Area Plan boundaries, the community is surrounded by large rural parcels with several horse boarding facilities that provide areas to ride. The most prominent public horse-riding trails in the area are located within the Spenceville Wildlife Management and Recreation Area.

Developed Facilities

Developed recreational facilities in the Penn Valley area provide recreational opportunities to residents and visitors.



Western Gateway Park - Western Gateway Park is an 87.14-acre regional park that serves both the local community as well as regional recreational enthusiasts and visitors to the Penn Valley area. Known as the recreational gem of western Nevada County, the Park has a long list of recreational amenities for both the active and passive recreationalist, including playing host to several community gatherings throughout the year.



Lake Wildwood Private Recreational Amenities - Serving approximately 3,000 homes, the Lake Wildwood Gated Community hosts several recreational amenities and facilities that are available to residents and their guests. In addition, the Lake Wildwood Association is exploring options for allowing the public to utilize some recreational amenities such as the golf course.



Penn Valley Rodeo Grounds - While not specifically a public recreational destination in a traditional sense, the Penn Valley Rodeo Grounds provide an area for the community to gather around similar agricultural interests and the Rodeo reflects the rural character and history of the community. The Rodeo Grounds are available to Rodeo Association members for recreational riding, training and gymkhana events.

Recreation Goals & Policies

It is important that future development and growth in the community consider recreation facilities and opportunities. Land use patterns and development should be compatible and provide connections to new and existing facilities, as feasible, with the purpose of creating an integrated and connected recreational system in Penn Valley. The following policies reflect the importance of incorporating and maintaining recreational opportunities in Penn Valley.

Community Recreation Vision

Penn Valley is a healthy community supported by recreational facilities providing diverse recreation opportunities for a population of multi-ages, different capabilities and aptitudes. Western Gateway Park continues to be a highly valued and dynamic recreational asset to the community.

GOAL REC-1: PROVIDE OPPORTUNITIES FOR A RANGE OF DISPERSED AND DEVELOPED OUTDOOR RECREATION ACTIVITIES

Policy REC-1.1: Trail Network

Prepare a Trails Master Plan that includes preserving existing path and trail networks and expand with the goal of connecting the Area Plan to residential areas, Western Gateway Park, Lake Wildwood and other recreation opportunities.

Policy REC-1.2: Special Events

Promote special events in Penn Valley that highlight recreational opportunities and natural, historical or cultural heritage including those that honor the agricultural values of the community. Support the development of a Penn Valley Community Center to accommodate indoor activities.

Policy REC-1.3: Western Gateway Park

Promote the year-round recreational opportunities found within Western Gateway Park. Support the maintenance, expansion and improvements of the facilities that assist the park in achieving its Master Plan objectives.

Policy REC-1.4: Western Gateway Park

Expand the regional exposure to the amenities and recreational opportunities Western Gateway Park provides.

Policy REC-1.5: Future Trends

Anticipate and accommodate future trends in outdoor recreation.

Policy REC-1.6: Campgrounds and Camping

Support existing recreational events and opportunities and accommodate visitors whom would like to experience Penn Valley beyond a daytrip, develop a campground which compliments Penn Valley's character and natural landscapes in close proximity to existing recreational amenities.

Policy REC-1.7: Rodeo Grounds and Events

Continue to support the rodeo grounds and the events conducted there as both recreational and cultural activities that support the ranching history of Penn Valley.

Policy REC-1.8: Funding for Recreation

Identify and secure adequate and equitable funding to maintain and operate public recreation.

Policy REC-1.9: Developer-Built Recreational Amenities

Where legally appropriate and efficient, encourage developer-built recreation amenities.

Policy REC-1.10: Partnerships in Recreation

Work with sports leagues, the school district, other public agencies, non-profits and the private sector as partners in the provision of shared recreational facilities and team sports fields.

Recreation Implementation

The following actions will accelerate implementation of the goals and policies listed above.

1. Coordinate with the Western Gateway Park District and the Lake Wildwood Association, to improve public recreation opportunities in the greater Penn Valley region.
2. Amend the land use designation/zoning of the Park District owned approximately 7.11-acre parcel (APN: 051-220-015) from Residential (RES)/Residential Agriculture (RA) to Recreation (REC/REC) to support ongoing passive and active recreational use of this parcel
3. Support development of a connector pedestrian/bike/equestrian trail between the Penn Valley Village Center and Lake Wildwood.

Chapter 6

Historic, Cultural & Natural Resources

Penn Valley has a rich historical background and is surrounded by rural development and open range lands that are reflective of quintessential California oak woodlands and rolling hills of the northern Sierra Nevada foothills. The small-town feel, and sense of community is identified as one of the main reasons most residents have chosen to live in the Penn Valley area. The Penn Valley Rodeo has long been a gathering place for the community to come together and celebrate its rural roots. Historically accounts of the rodeo by longtime residents, express the overall sense of civic pride that the rodeo brought and how the community came together as one large family. Over time the rural ranches have given way to residential and commercial development, but as you move farther away from the Village Core, the rural and agricultural nature of Penn Valley still dominates the landscape. The most predominate changes to the landscape in more recent history that has shaped the Penn Valley region was the development of the Lake Wildwood gated community and the subsequent donation of land by the developer to create Western Gateway Park, known to many as the “Gem of Western Nevada County” and home to the historic Buttermaker’s Cottage.

The treasured oak studded landscape hosts an incredible array of wildlife habitat, including creeks and ponds, wetlands and vast areas of open grasslands woven into areas of landmark oak groves and woodlands. The region boasts some of the most significantly sized landmark or heritage oak trees in Western Nevada County. The primary water feature in Penn Valley is Squirrel Creek which runs generally in an east/west orientation through the Village Core conjoining with Clear Creek, through Western Gateway Park where it meets up with Deer Creek west of Lake Wildwood and ultimately into the South Fork of the Yuba River. A relatively robust floodplain with areas of wetlands and significant riparian vegetation serves as a natural open space area and scenic buffer between the Village Core and State Highway 20. Lake Wildwood, while manmade, provides a large water body in the area for recreation (to residents of Lake Wildwood and their guests), but also habitat value for migratory birds and other aquatic species.

Penn Valley maintains the rural values that were established by its rich agricultural and ranching history that is still evident in the community today. Penn Valley is home to some of the larger farms and ranches in the County and that heritage remains important to the residents of Penn Valley. Some of the most fertile agricultural lands in Nevada County exist around Penn Valley, as evident by the California Department of Conservation Important Farmlands Mapping Program which maps significant areas of Farmlands of Local Importance surrounding the Area Plan boundaries and the region is home to some of the few areas of the County that are mapped as Prime, Unique and Farmlands of Statewide Importance. Most of the region that is not mapped as Important Farmlands, Urban Built Up or Other Lands are designated as Grazing Lands on the Important Farmlands Map, which reflect the agricultural and ranching history

*“Preserve and honor
Penn Valley’s history.”*

and help support the communities desire to remain rural in the future.

Many other areas and features within proximity to the Area Plan boundaries also form the natural, cultural and historical character of the region. Areas like Pilot Peak and the Spenceville Wildlife Preserve to the south, Horton Ridge to the west and many unnamed hills and ridge lines provide a natural back drop. Rough and Ready, Indian Springs, Bridgeport, French Corral and Bitney Springs amongst other smaller enclaves, historical farmhouses, barns and ranches, irrigation canals and remnants of hand stacked walls help build the cultural and historical identity of the region. The introduction setting provides a more detailed depiction of the history of Penn Valley. Other historical accounts from longtime residents can also be found on the Penn Valley Chamber of Commerce's website. Penn Valley's natural and historic landmarks are valuable features of the area's past and should be preserved and promoted. Informational signage for historical and cultural resources is encouraged.

Existing Historic, Cultural and Natural Resources

The following highlights some of the more well-known historic, cultural and natural resources in the Penn Valley region but is not meant to be an all-inclusive list of these resources.

Natural Resources



Streams, Ponds, Riparian Areas and Wetlands - Penn Valley is home to many streams and tributaries, ponds, wetlands and riparian areas that provide excellent habitat for several plant and animals species as well as contributes to the natural bucolic setting that has led to residents to plant their roots in Penn Valley.



Oak Woodlands/Native Grasslands - One of the true treasures of the Penn Valley region is the vast areas of open grasslands and fields that support a uniquely Californian landscape filled with heritage oaks and oak woodlands.



Agricultural Heritage/Important Farmlands - Penn Valley has a long history as a hard-working ranching and farming community going back to its origins as a stagecoach stop between Sacramento and the gold fields of the foothills. Today, Penn Valley is home to many of the larger ranches and farms in Nevada County and hosts some of the most robust important farmlands found in the County.

Historic/Cultural Resources and Landmarks



Native Americans - Native Americans left evidence of their habitation in the form of townsites, kitchen mittens, and lithic scatter. The territory was occupied by the Hill Nisenan, Native American peoples who are also referred to as “Southern Maidu.”



Farming/Ranching - Penn Valley has long been a farming and ranching community. Early settlers to the area found the rolling hills full of grasslands as an inviting area to raise cattle, horses, food and fiber, and ultimately their families.



Rodeo Grounds - While there are many historic farmhouses and amenities in Penn Valley, none are more iconic and provide the sense of pride and community as the Penn Valley Rodeo, which has long been a place where the community gathers and become family.



Buttermaker's Cottage - Located in Western Gateway Park is Buttermaker's Cottage, which was the home to one of the first agricultural co-op facilities in Penn Valley. It represents the community collaboration that has long been woven into the fabric that is Penn Valley.



Bridgeport/South Yuba State Park - While not within the Area Plan boundaries, the Bridgeport covered bridge and South Yuba State Park is one of the more recognizable historic amenities in the area. In the 1860's, the Bridgeport covered bridge was constantly a bustle day and night, with passenger and commercial traffic beating a path to the silver mines of Virginia City via the Henness Pass. Today at 229 feet, the bridge is the longest single-span wooden covered bridge still in existence in the United States. As a result of grass roots efforts of the community, this bridge is in the process of being rebuilt to its historic form, to be enjoyed and appreciated by generations to come, and these efforts are leading towards the goal of having the bridge designated on the National Historic Register.

Historic, Cultural and Natural Resources Goals & Policies

The County's General Plan and Zoning Regulations provide a platform for the protection of the County's treasured historic, cultural and natural resources. The County's Comprehensive Site Development and Resource Standards further refine the General Plan and act as the vehicle for implementing the General Plan. The goals and policies the Area Plan are intended to enhance the General Plan goals and policies providing specific guidance for future development focused on what is important to the community of Penn Valley.

Community Historic, Cultural and Natural Resources Vision

The Penn Valley community values their natural resources and celebrates their cultural and historical assets that define the community character.

GOAL RP-1: PROTECT PENN VALLEY'S NATURAL RESOURCES

Policy RP-1.1: Natural Drainage Patterns & Wetlands

Project development should not change natural drainage patterns nor reduce the area of wetlands.

Policy RP-1.2: Preserving Natural Landscapes

Development should be sited in a manner that preserves significant views, vegetation and surrounding natural landscapes.

Policy RP-1.3: Riparian Corridors

Riparian corridors shall be maintained in their natural state as much as possible to protect their natural resource values including watershed/floodplain functions and as a wildlife habitat corridor.

Policy RP-1.4: Biological Resources – Squirrel Creek

Avoid development impacts to Squirrel Creek and its floodplain where landmark oak groves of valley oak riparian forest create a sensitive natural community.

Policy RP-1.5: Biological Resources – Hardwood Tree Groves and Landmark Oak Trees

Avoid, minimize or compensate the loss of hardwood tree groves containing a minimum or greater than 33% canopy and landmark oak trees of 36” dbh or greater as a result of development within the area plan.

Policy RP-1.6: Water Quality

Develop Best Management Practices program for stormwater runoff from public and private properties in the Area Plan.

GOAL RP-2: PROTECT PENN VALLEY'S SIGNIFICANT CULTURAL AND HISTORIC RESOURCES TO THE MAXIMUM EXTENT POSSIBLE

Policy RP-2.1: Cultural Resources

Emphasize protection and stabilization of existing cultural resource sites and features.

Policy RP-2.2: Historical Resources

Encourage retention, integration and adaptive reuse of significant historical resources.

Policy RP-2.3: Historic Landmarks

Encourage the listing of historical sites or structures, such as the Bridgeport covered bridge, on the Nevada County, State Register of Historic Landmarks, and /or National Register of Historic Landmarks.

Policy RP-2.4: Places of Interest

Encourage informational signage in the Penn Valley area for educational purposes regarding specific cultural and historical places of interest.

Policy RP-2.5: Tribal Consultation

Consult with local Native American Tribes that are traditionally and culturally affiliated with resources that could be affected by the Area Plan or projects, identify areas that may be of cultural or tribal cultural significance, and determine appropriate treatment for the areas.

Policy RP-2.6: Tribal Cultural Resources

The County will continue to coordinate with Native American Tribes that are traditionally and culturally affiliated with resources in the Planning Area on management of, and access to Plan Area properties that have Tribal Cultural Resources.

Historical, Cultural and Natural Resource Implementation

The following actions or improvements are necessary to implement the goals and policies listed above.

1. Identify areas for wildlife observation and nature appreciation with supporting improvements such as viewing platforms and trails.
2. Support community grass roots efforts to preserve, protect and enhance the historic and cultural amenities of the Penn Valley region for the enjoyment of future generations.

Chapter 7

Implementation

Implementation of the 2020 Area Plan depends upon the success of both public and private participants. The Penn Valley community and surrounding Penn Valley area holds substantive promise of economic health and prosperity. This project set out to update the 2000 Area Plan and has been developed in coordination with the greater Penn Valley community. The Plan is intended to implement the community's vision with a focus on maintain a rural quality of life and encouraging smart and cohesive development consistent with the strongly held rural agricultural values. The 2020 Area Plan outlines a comprehensive and consensus-built development plan involving all stakeholders with a central focus recognizing that agricultural is the heart of the community. It's the community's desire to find ways to facilitate smart growth that maintains a rural quality of life. The community recognizes that "Penn Valley is ready to grow-up" but that growth should be focused on revitalization and be managed to accommodate the mobile workforce of today while maintaining the communities' character.

Thoughtful development that is sensitive to protecting natural and historic resources, involves all stakeholders, enhances services and amenities, and that protects the quality of life of residents are critical provisions of this planning effort. The combined efforts of helpful government action, a diligent business community, and local initiative will likely provide Penn Valley and the greater Penn Valley area with increased residential options and opportunities, improved aesthetics, a healthier business environment, and expanded services to residents and visitors alike.

There are many challenges to facilitating the incremental growth of a small, unincorporated town. This includes the identification of funding for infrastructure improvements, phasing of improvements, the coordination of multiple responsible agencies, while addressing the varied public expectations, competing interests and NIMBYism. Community building occurs one step at a time and adoption of the 2020 Area Plan will not result in immediate change. Significant and lasting change will occur over time through the implementation of the Area Plan, by guiding future development, through public initiatives and investment, and through community support. Long range planning for Penn Valley and the Penn Valley region does not end with the adoption of this document and it is important to continue with the steps necessary to bring about the vision of the Plan. As the policies of the Area Plan are implemented, the impact on landowners must be carefully considered to ensure landowners will not be deprived of the reasonable use of their land. The County will set priorities for implementation and will periodically reexamine Area Plan goals. The 2020 Area Plan is intended to be a living document that can be changed and updated as local conditions change.

"This is what rural looks like."

Implementation Goals & Policies

Community Implementation Vision

Implement regular improvements to incrementally achieve the Area Plan goals and policies.

GOAL I-1: THE NEVADA COUNTY BOARD OF SUPERVISORS OR THEIR DESIGNEE SHALL HAVE THE RESPONSIBILITY TO GUIDE THE PLAN'S IMPLEMENTATION

Policy I-1.1: Lead Agency

Nevada County shall assume primary responsibility for project review and approval consistent with this plan and the County's General Plan pursuant to the conditions and limitations outlined in the Land Use chapter of this plan.

Policy I-1.2: General Plan Consistency

No project may be approved unless it is found to comply with the General Plan, and with any ordinances, rules, and regulations enacted to effectuate the General Plan and Area Plan.

GOAL I-2: FUND PUBLIC SECTION IMPROVEMENT PROJECTS, AND PLANNING COORDINATION ACTIVITIES THROUGH A VARIETY OF FUNDING SOURCES

Policy I-2.1: Funding

Actively pursue funding to implement this Plan from federal, state, and local grant sources, and public/private partnerships.

GOAL I-3: CONTINUOUSLY REVIEW AND UPDATE THE AREA PLAN TO REFLECT CURRENT TECHNOLOGY, REGULATION, POLICY, COMMUNITY DIRECTION AND THE ENVIRONMENT

Policy I-3.1: Plan Revisions

Revisions to the Area Plan shall be approved by the County Board of Supervisors.

GOAL I-4: FULFILL THE SPECIFIC IMPLEMENTATION ACTIONS IDENTIFIED AT THE END OF EACH OF THE INDIVIDUAL AREA PLAN CHAPTERS.

"I stay because of the people."

Appendix A

Design Guidelines

Site Planning

SP1. Development of a new site should be considered as part of the cohesive whole of the Community Design District for which it is located.

Development should show each project's relationship to adjacent development.

SP2. Pedestrian and auto access to neighboring sites should occur easily without the need to re-enter the street.

SP3. Buildings should be sited in a manner that preserves significant views, vegetation and existing surroundings.

Views from the following three viewpoints are critical in the siting of buildings: the site from other locations; from the site to other locations; and from key places within the project. Projects should be designed so that they complement, rather than dominate, the natural landscape. Views should also be considered in the preparation of the landscape plan, particularly where plant material will be considerably larger at maturity.

SP4. Site design should not change natural drainage patterns.

The natural contour of the site is an important characteristic of the site. New buildings should minimize alterations to the perceived slope of the area. Site grading should be sensitive to existing landforms and topography, so that the natural setting may be preserved to the greatest extent possible. The stockpiling of materials, equipment and equipment storage should occur only within those areas approved for disturbance. Abrupt grade changes at property lines should be avoided.

SP5. The alignment of roads and driveways should follow the contours of the site.

By permitting roads to follow landforms, it is possible to minimize cuts and fills, preserve natural drainage patterns, and produce roads that are easily navigated. Roads should not be constructed perpendicular to contours.

SP6. Riparian corridors should be maintained in their natural state as much as possible.

The two creeks within the Penn Valley Village Center are Squirrel Creek and Clear Creek. Encroachment for trails or bridges are acceptable in riparian areas if they are designed to create minimal disturbance.

SP7. New commercial and industrial buildings adjacent to residentially zoned property should step down to a height and scale to be compatible with abutting residential structures.

This step-down in size and scale can help to minimize shading of adjacent residential structures during winter months and create a smooth transition between the two districts.

SP8. High intensity commercial uses are discouraged adjacent to residential development.

SP9. Development of public property and easements should be encouraged to conform to these guidelines.

Trees along and within rights-of-way, especially oaks, should be preserved.

SP10. Site design should facilitate pedestrian circulation and bicycle use.

Visitors and residents should be able to leave their cars and walk from shop to shop without crossing vehicular parking spaces. Pedestrian walkways should be separate from bike paths and roads. They should be at least 4-feet wide and constructed of material that will be wheelchair accessible. Bicycle racks are encouraged.

SP11. Streetscape improvements.

Within the Village Core District, streetscape improvements incorporating pedestrian amenities, including consistent seating and trash/recycling enclosures, and art installments are encouraged in new development.



SP12. On-site parking should be located to the rear of the building whenever site conditions make it possible.

Buildings set closer to the road encourage pedestrian use and increase the visual appeal of the site.

SP13. Site design should consider the placement and screening of utilities, storage areas and auxiliary structures.

Utility meters and service functions should not be visible on the primary facades of buildings. Auxiliary structures should be architecturally compatible with the rest of the site development. Where storage and/or service areas are visible from any public view, they should be screened, using landscaping, fences, or earth berms.

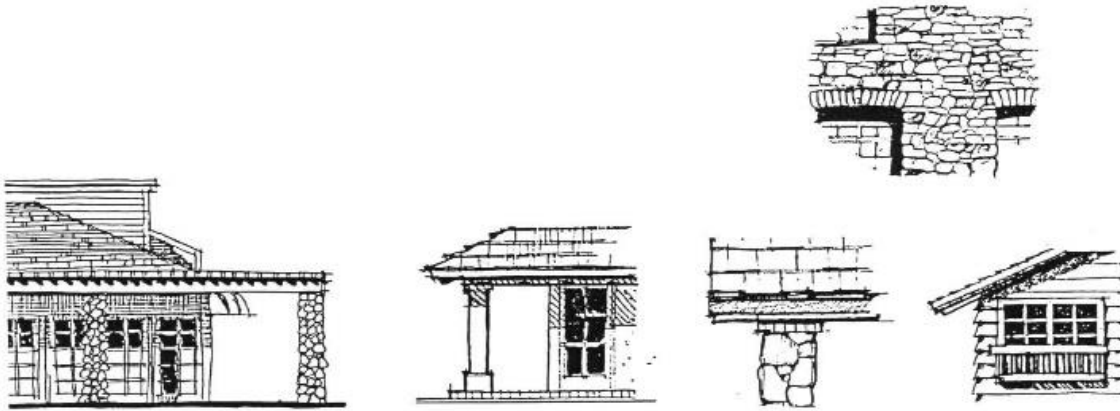
SP14. Site design should consider the placement outdoor employee break spaces.

Discretionary commercial and industrial projects that have employees should give consideration to providing designated areas where employees can take breaks and lunches that are shaded and provide a place to sit-down.

Building Design

BD1. New development should be of an architectural style that melds and harmonizes with the overall character of the Community Design District for which it is located.

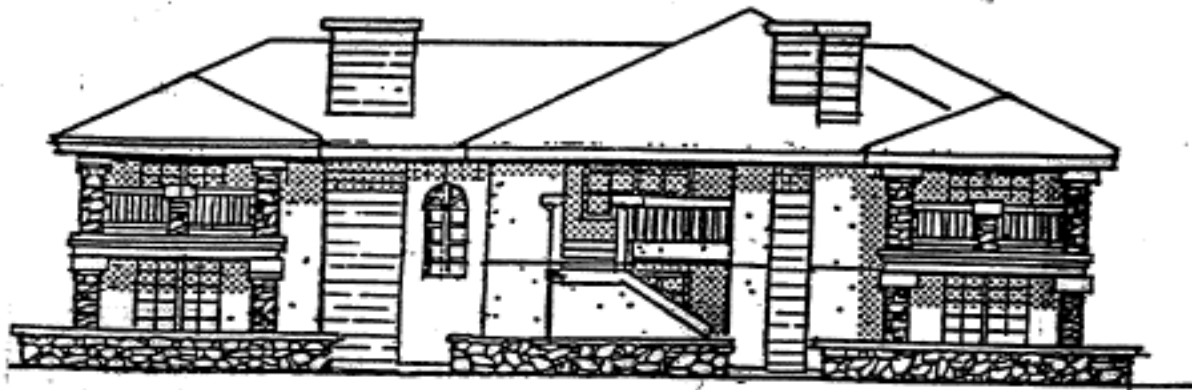
There is no single architectural style associated with the buildings in the Plan boundaries. Stark, reflective or modernistic buildings are discouraged. The use of varied architectural elements is encouraged. Businesses that emphasize personal service as their primary product should reflect personal service by using an architectural design that provides an intimate, people-oriented scale.



Detail such as individually paned windows, natural materials and varied roof planes add visual interest.

BD2. Building facades should be designed to provide visual interest and relief.

Buildings should not be overpowering or monotonous. A change in the planes of walls or variety in the roof form provides diversity and interest. Relief can be provided by framing around windows and doors, creating interesting shadow lines. New buildings should be clustered to avoid long, monotonous rows of buildings.



Building provides variety of forms/shapes, setbacks, and offset roof pitches.

BD3. Covered walkways should be incorporated into project design in the Village Core District. They invite shoppers, protect window displays and shield windows from heat.

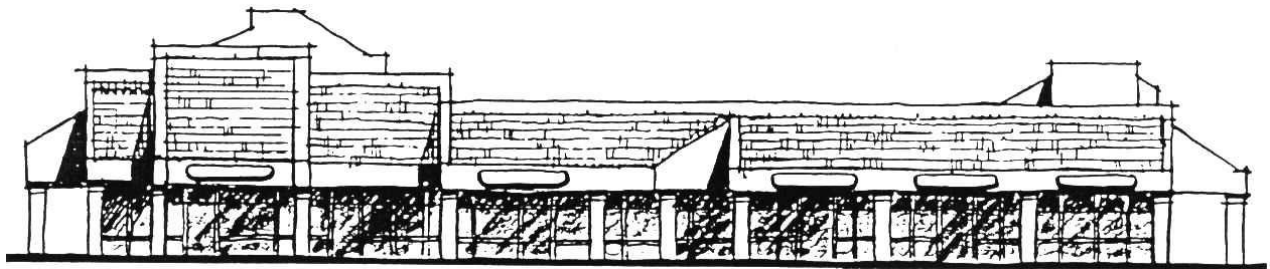
BD4. Commercial structures should not exceed a height of 35 feet or two stories.

BD5. Rooflines should be designed to be compatible with surrounding building forms. Clashes in roof styles should be avoided. The objective in determining roof formation is to establish

a visual order to building clusters. The use of similar roof materials provides a strong link that unifies the varying architectural features of the buildings. Untreated aluminum or metal (copper or terne metal may be an exception) and brightly colored roofing materials, are discouraged.

BD6. Multi-unit structures should emphasize the individuality of units by variations in rooflines or walls.

Large building masses should be broken up into smaller scale units. Differentiating the facades and roofs of buildings softens the institutional image that often accompanies large buildings. The form and massing of Penn Valley's original buildings should provide direction for the form of new buildings.



BD7. Exterior wall colors should harmonize with the site and surrounding buildings.

The predominant color on exterior walls should be in earthy hues, such as tans, grays or browns. Harshly contrasting color combinations should be avoided. Brilliant, luminescent or day-glow colors are inappropriate in the Plan boundaries.

BD8. Structural features should be proportionate to the building.

Building components such as windows, doors, eaves and parapets should be in proportion to the building and should be located in a manner that complements the design of the building as well as serving their intended functions. Blank end and side walls should be avoided, however, wall design features should not be overly decorative

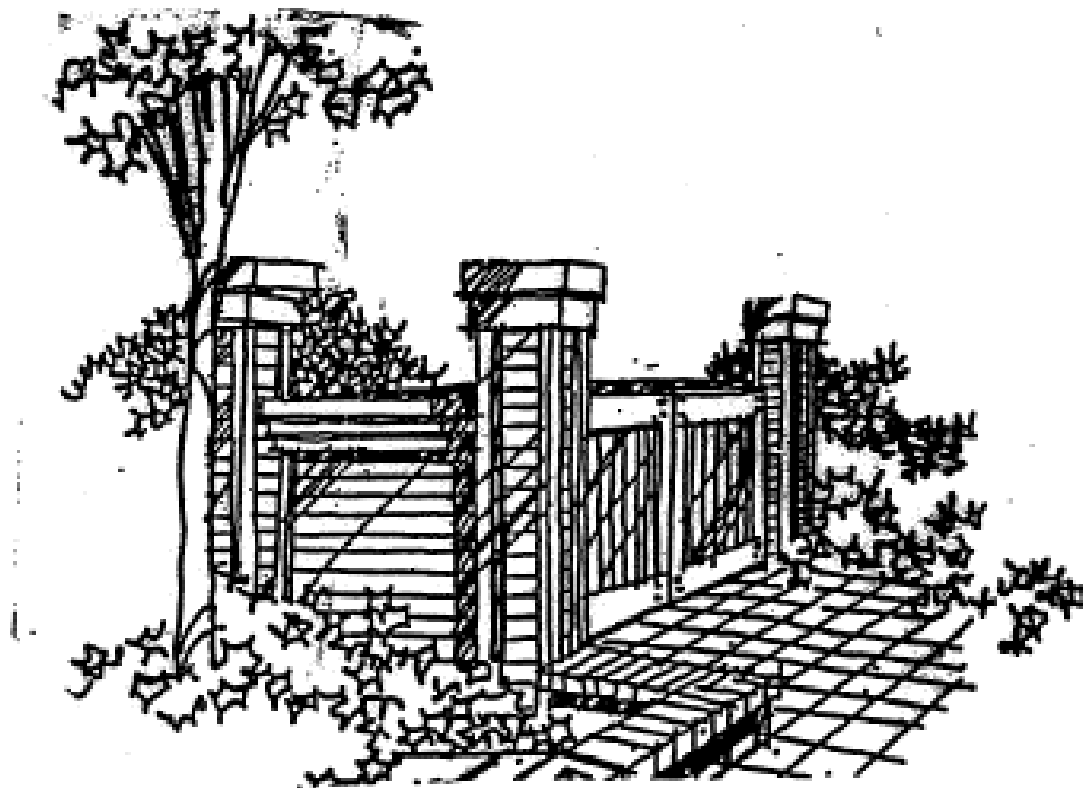
BD9. Windows should be simple and uncluttered.

Windows should reflect a distinction between uses that occur within the building. Individual panes, kickplates below windows, and transom windows are encouraged. Full-length plate glass and darkly tinted glass are discouraged

BD10. Natural building materials should be used.

Materials that blend with the site's natural surroundings, e.g., wood, stone or brick, are encouraged. Other building materials will be considered on a case-by-case basis, e.g., synthetic materials that simulate the textures or patterns of natural materials, such as wood textured concrete, may be used. Reflective materials are discouraged.

BD11. Commercial, industrial and multi-family development interior trash enclosures should be fully enclosed with materials compatible with building materials used on site.



Appropriate screening of trash enclosure

BD12. Mechanical equipment and utility hardware should not be visible from public view.

Rooftop access, stairways, elevator shafts, vent shafts, mechanical equipment areas, antennae, etc., should be confined within the roof or within roof dormers. Exterior equipment should be screened with materials harmonious to the building.

BD13. Skylights and solar panels should be designed in an unobtrusive manner.

Skylights and solar panels should be designed to fit flush with the roof surface or up to a maximum of 2 feet above the surface of the roof. No reflective materials should be used, unless the materials are thoroughly shielded to prevent reflection onto adjoining or nearby properties. The use of alternate energy sources is encouraged; however, the hardware associated with these features should be incorporated as an integral part of the building's design, rather than as an add-on that will detract from the building and its surroundings.

BD14. The use of awnings should be consistent.

The use of awnings along a row of contiguous buildings, should be limited, using the same design and placement. Signage on awnings should be painted on.

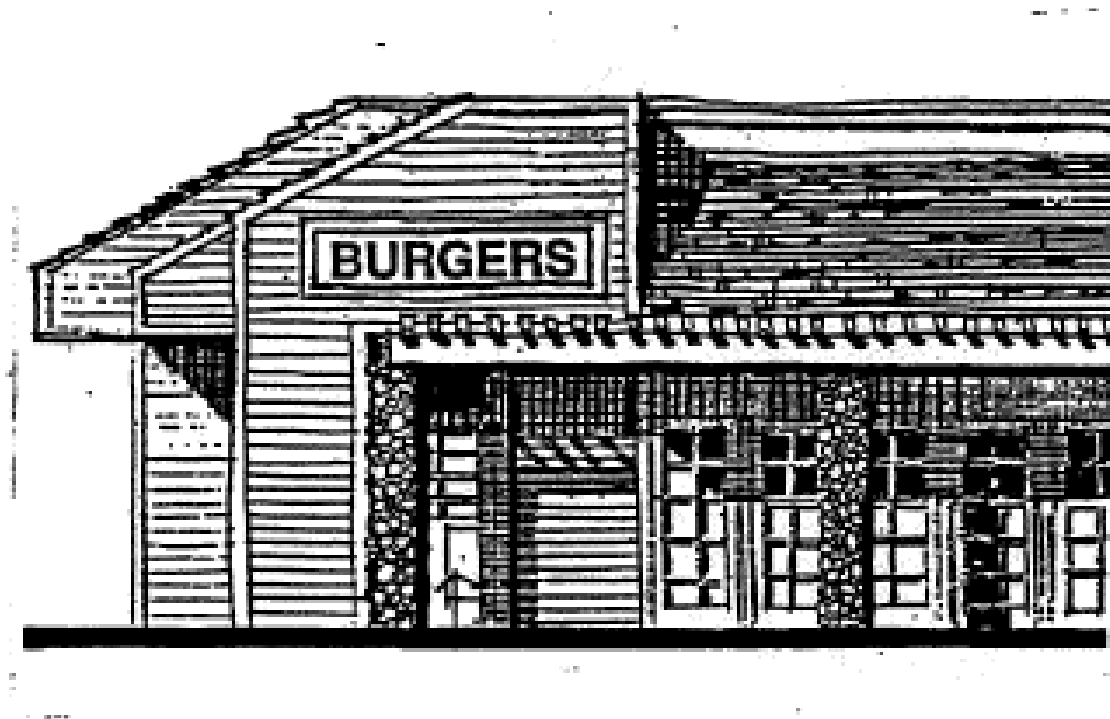
BD15. Retaining walls and fences should be compatible with the design of nearby buildings.

Fencing along roadways is discouraged. Where outdoor storage requires fencing, it should be located to the rear of the building. Where fencing or walls are appropriate, they should be designed to be as "invisible" as possible. The scale, color and materials used should complement the site and nearby

buildings. Solid walls or fences exceeding five feet in length should include variations in design, i.e. offsets or staggering of fence sections, the use of fence caps, using split-face blocks or the scoring of blocks to create shadows and patterns. Wood, rock/stone pillars, powder coated metal and treated non-reflective corrugated steel are some of the appropriate materials for fencing. Retaining walls over 4-feet tall should be stepped to form a number of benches that can be softened with landscaping. Where feasible, new fencing should reflect and be consistent in design as other fencing as found within the Community Design District for which it is located.

Signage

S1. All signs should reflect the architectural style of the buildings on the site on which they are located. Sign placement should not overpower the architecture of the building.



Harmonious proportions and balance

S2. Signs should establish a visual continuity with adjacent store fronts.

S3. The size and character of the sign should be oriented to it's use, whether to catch the eye of the passing motorize or a strolling pedestrian.

S4. Wayfinding signage in a uniform style is encouraged in the Village Core, Portal, and to a lesser extent the Business Opportunity Districts.

S.5. Inviting community identification signage is encouraged in the Portal Districts that reflects the overall rural character and small town feel of Penn Valley. Such signage shall not include advertisements for specific business or goods and services.

S6. Monument signs displaying identification of more than one tenant, should use the same design style, materials and colors for each tenant.

S7. Shrubs should be planted around the base of any freestanding sign to integrate the sign with the ground. Freestanding signs should be low profile wherever site and visibility allow.

S8. Internally lit signs are discouraged except for small, informational neon signs, which are located inside windows.



S9. Plastic or vinyl banners are inconsistent with the character of the Plan boundaries and should not be used.

S10. Sign colors and materials should reflect the overall character of the Community Design District for which it is located and complement the design of the site's development. Colors should be selected to contribute to legibility and design integrity. Contrast between the background and the letter or symbol colors will make the sign easier to read. Too many different colors should be avoided.

S11. Encouraged materials for signage includes carved or sand blasted wood signs, painted wood signs, and wood/masonry combinations for the base of freestanding signs.

S12. Miscellaneous signs attached to primary signs, such as credit card or plaques, are discouraged.

S13. Western Gateway Park ballpark signage should be orientated away from the Highway 20 Rural Corridor District and face towards the interior of the ball fields, to the greatest extent possible.

Lighting

Well-designed exterior lighting of public areas not only provides for site security and public safety but attracts customers to a business site. Properly designed lighting reduces nighttime light pollution.

L1. Lighting design should consider roadways, walkways, parking areas, entrances, traffic control devices and other circulation areas.

L2. The aesthetics of an area are often enhanced when the landscaping or architectural elements are softly illuminated.

L3. The height and style of exterior lighting fixtures should be considered as part of the overall site design.

L4. Lighting in the Portal and Rural Corridor Districts should be consistent with and reflective of

rural residential and agricultural lighting, follow International Dark Sky requirements and should be a minimal as possible.

L5. Community street or sidewalk lighting and interior lighting for commercial and multi-family developments of a uniform style and design is encouraged within the Village Core, Business Opportunity and Lake Wildwood Commercial Center Districts.



L6. Street and pedestrian lighting in the Village Core shall be decorative and functional and follow a common theme. Lighting may include the ability to host banners or flags and planter boxes. The business community through the creation of a Business Improvement District is encouraged to establish the approved lighting type and style for the Village Core.

L7. High pressure sodium lights and floodlights are discouraged.

Landscaping

Landscaping contributes to the character of established neighborhoods and commercial properties. The overall effect of landscaping should be natural rather than formal, and consistent with the rural appearance of the Community Design District for which it is located. Landscaped areas should be planned as an integral part of the project and not simply located in leftover space. New plantings should blend with the existing landscape so that within several years all traces of site disturbance have disappeared.

LD1. All elements of the landscape should be considered in preparing a landscape plan.

Existing trees and shrubs, particularly mature trees, should be preserved and incorporated into landscape plans when feasible. Creeks, rock outcrops, views and other similar features unique to the site should be incorporated into project plans.

LD2. Nuisance plants with messy and/or slippery droppings, toxic parts, nuts or thorns, should not be planted next to public areas.

LD3. Drought tolerant and fire-resistant plants are encouraged.

LD4. Groundcover should consist of live plants and perennial flowering plants are encouraged.

The use of rocks for groundcover is inappropriate. Green is not the only color in landscape design and therefore the use of perennial flowering plants to add color to the landscape in commercial developments is encouraged.

LD5. Landscaping should be designed to preserve native oak trees.

Landscape and irrigation plans should minimize watering within the dripline of native oaks. Drip irrigation is encouraged.

LD6. Landscape plans should be prepared by a qualified landscape architect or contractor.

LD7. Streetscape landscaping.

Streetscape landscaping that incorporates drought tolerant and visually pleasing plantings, artwork and pedestrian improvements, such as benches and trash/recycling enclosures of a uniform style matching the rural character of the area are encouraged. The business community through the creation of a Business Improvement District is encouraged to establish acceptable streetscape landscaping and pedestrian amenities for the Village Core.



Circulation, Pedestrian, Equestrian and Bicycle Trails

To provide for the safe movement of pedestrians, horse riders and bicyclists, as well as to accommodate various modes of transportation, the development of off-street pedestrian/equestrian/bicycle paths are strongly encouraged.

C1. Paths or trails are encouraged to link open space areas to community service areas and to provide a link from the Village Core to the Lake Wildwood Commercial Center District. Development of paths should preserve natural features, such as trees and rocks, and they should meander to create a rural appearance. Where appropriate and as feasible, consideration should be given to providing softer surfacing for equestrian use.

C2. Development of a path system should be prioritized for high pedestrian/equestrian/bicycle usage areas, including the length of roadway along Spenceville Road, and from that intersection to Highway 20 and from the intersection of Pleasant Valley Road and the Lake Wildwood Commercial Center.

C3. Wherever county right-of-way exists along Spenceville Road, Penn Valley Drive and Pleasant Valley Road, both public and development-related road improvements should include the construction of pedestrian paths.

C4. Commercial and multi-residential development with frontage along the bicycle/pedestrian path, should incorporate landscaping to buffer the path from parking and/or active use area on the site to be developed.

C5. Public transportation stops should be located within walking distance of the pedestrian pathways.

C6. Sidewalks within the Village Core along Penn Valley Drive and Spenceville Road are encouraged for new commercial and multi-family developments.

Multi-Family Residential Development

Although flexibility in multi-family residential site planning is desirable, the aggregate effect of residential development that is unrelated to each other, and the community, often produces isolated “compounds” that have limited considerations towards the concerns of the public’s environment.

MF1. Residential development surrounded by high walls, parking lots and rows of carports along public streets is discouraged.

MF2. Colored-textured paving treatment at entry drives is encouraged, however, pavers are discouraged within the public street rights-of-way.

MF3. Activity spaces that provide a setting for informal games, gatherings and other activities are desirable.

These areas should be varied in size and shape and should be woven into the overall open space concept. Activity spaces may be visually accessible to the public but are only to be used by the project’s residents and their invited guests.

