Penn Valley Municipal Advisory Council (PVMAC)
PUBLIC NOTICE – MEETING AGENDA

To receive an email notice when the Agenda is posted: www.mynevadacounty.com/list.aspx
(under Agenda Center select Penn Valley Area Municipal Advisory Council)

Pursuant to Governor Gavin Newsom’s Executive Order pertaining to the convening of public meetings in response to the COVID 19 pandemic, the PVMAC hereby provides notice that it will hold its regular meeting of the PVMAC members virtually per Zoom.

Date: Thursday, May 28, 2020
Time: 6:00 p.m.
Place: Join Zoom Meeting
https://zoom.us/j/96933342949?pwd=S0JEejdqMHGdZeYK2laNWF1WW03dz09
Meeting ID: 969 3334 2949, Password: 387906
Or participate by phone during the meeting at 1-669-900-6833, Meeting ID: 969 3334 2949

Members:
Michael Mastrodonato, Member & Chair
Gordon Beatie, Member & Vice Chair
Teresa Dietrich, Member
Ryan Everson, Member
Douglas Moon, Member
Rick Nolle, Member
Nancy Peirce, Member
Rob Tribble, Member
Bob Winters, Member

1. Call to Order, Roll Call and Pledge of Allegiance

2. Consent Agenda (Single Motion Needed)
   All matters listed under the Consent Agenda are considered routine and will be enacted by one motion. There will be no separate discussion of these items unless a member of the PVMAC, audience, or staff requests a specific item to be removed from the Consent Agenda for separate action. Any item removed will be considered after the motion to approve the Consent Agenda.

   a. Approval of Meeting Agenda for May 28, 2020
      Action

3. Public Comment

   This time is set aside for persons wishing to address the PVMAC on any matter of interest that is not on the agenda. Members of the public can provide general comments on items that are of interest to the public and are within the subject matter jurisdiction of the Board or on a particular agenda item via chat through zoom or by phone during the meeting using the information provided above. Action will not be taken at this meeting on citizen comments. The PVMAC, however, after hearing from interested citizens, may place items on a future agenda so proper notice may be given to all interested parties. This meeting is being recorded and will be made available to the public through the County’s website at mynevadacounty.com.
4. Update on the Penn Valley Area Plan, including providing feedback to the Planning Department on Chapter 2 Land Use, Chapter 3 Economic Development, Chapter 7 Implementation and Appendix A Design Guidelines of the Penn Valley Area Plan
   (Tyler Barrington, Principal Planner)

5. Next PVMAC MEETING **June 18, 2020 6:00 p.m.** via Zoom.

6. Adjournment estimated @ 7:30 p.m.

Times stated are approximate and subject to change. Agenda order is tentative and may be changed by PVMAC action without prior notice. Agenda discussions and report items are subject to action being taken on them during the meeting by the PVMAC at its discretion. The meeting is accessible to people with disabilities. A person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than five (5) working days before the meeting to the PVMAC to be considered. Requests for further information should be directed to the Chair of the PVMAC at (530) 265-1480.

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**AFFIDAVIT OF POSTING**

Meeting Notice/Agenda of the PVMAC regular meeting, scheduled for April 16, 2020, was posted per Open Meeting Law requirements at the following locations:

- Eric W. Rood Administrative Center, 950 Maidu Avenue, Nevada City CA
- Penn Valley True Value located at 17387 Penn Valley Drive, Penn Valley CA
- Penn Valley Shopping Center located at 17464 Penn Valley Drive, Penn Valley CA
- www.mynevadacounty.com

AGENDA POSTED: Tuesday, May 19, 2020
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.
Penn Valley Municipal Advisory Council Draft
May 28, 2020 Special Meeting

1. Chapter 2. Land Use

2. Chapter 3. Economic Development

3. Chapter 7. Implementation

4. Appendix A. Design Guidelines
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 further identifies the 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 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 Penn Valley 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 updated 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

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

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

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

Source: Nevada County GIS Data Accessed Oct. 21, 2019
Area Plan Land Use Designations
The 2000 Area Plan boundaries were contiguous with the General Plan Village Center General Plan designation 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 one vacant approximately 6.12-acre property that is zoned 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 34 existing parcels making up 48.24 acres in the Village Center. An additional 1.5-parcels 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 (PD) 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 4 properties designated as Planned Development that are properties zoned Interim Development Reserve that anticipate approximately 26-acres of Urban Medium Density and the 8-acres of open space. 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 Open Space. 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 (PUB) 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 zoning district. Within the Village Center there are six properties that are designated as Public: 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 4 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 4.5-properties 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 (Open Space).

**RES (Residential)** - The Residential (RES) 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 considered to be 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 and 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 (UMD) 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 (UHD) 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 128-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 125-unit Clear Creek Mobile is designated as UHD and zoned R3. No new properties designated as UHD were added to the 2020 Plan boundaries.
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 C1 zoning district. As a result of the expansion of the 2020 Plan boundaries, 11 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 (OP) 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 (IND) 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 Districts (Cattle Drive and Commercial Avenue) and are primarily developed. There are however a number of smaller undeveloped properties with an Industrial land use designation.

REC (Recreation) - The Recreation (REC) 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 proving a full range of services; and other similar uses. Because such uses are likely to attract significant vehicular trips, such uses should be in close proximity to 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 (RUR) 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, Agriculture Exclusive, Forest and Timber Production Zone. The Rural land use designation is also compatible with the Residential Agriculture 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 46-parcels making up approximately 316.01-acres have been added to the Plan area. These properties fall primarily within the Rural Corridor Districts and help provide 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 2.1-2.3 above as a part of the “multiple/split” designation because the Open Space designated areas in the Plan boundary are also tied to other land uses, primarily being the Industrial designated property on Cattle Drive.
**Districts**

Much like the 2000 Penn Valley 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 boundaries of the existing 2000 Area Plan which is contiguous 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 road 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 highlights 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. With the exception of 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.
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, including 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 and 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 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 stabilish 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 of these areas 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 19 properties, which include two “common area” parcels that have an Industrial land use designation. 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 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 Center.

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 encompassing 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)
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.

### Development Opportunity Sites

Located within Village Core, the east Portal and the east and west Business Opportunity Districts are several larger 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, 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 Penn Valley 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 highlight’s 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**

The all properties within the Penn Valley Village Center have included the Site Performance (SP) combining district since the adoption of the 2000 Penn Valley 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**

**PENN VALLEY COMMUNITY 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
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 (6)
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 (6) 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; an 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
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 Penn Valley 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 Penn Valley 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 H-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 H-4.2: Housing Availability - Choices
Ensure zoning within the Penn Valley Area Plan facilitates housing choices that accommodates a wide range of Community preferences appropriate for each community design district.
**Policy H-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 H-4.4: Mixed-Use**
Locate quality mixed-use, commercial/residential, development within the Village Core Community Design District.

**Policy H-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;
   - Pearsons Feed from RES/RA to CC/C2
   - New Life Nursery/Four Seasons Landscape Materials from RUR-5/AG-5 to CC/C2
   - 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 the 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.
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.

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 unique attractions of the area are recommended. To help visitors stay longer and spend their tourist dollars at local restaurants and stores, a place would 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 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 with variety of housing options.

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 on Penn Valley is lacking. Through 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, 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 with 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 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.

**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**

**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’ 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: 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 Chamber of Commerce and the Nevada County Economic Resource Council 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 Chamber of Commerce, Penn Valley Municipal Advisory Council and the Economic Resource Council 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. Develop and implement design standards for buildings and structures that reflect Penn Valley’s rural small town and agricultural identity.
Implementation of the Penn Valley 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 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, including the identification of funding for infrastructure improvements, phasing of improvements, the coordination of multiple responsible agencies, public expectations vary, and there are often 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 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.

**Implementation Goals & Policies**

**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.
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.

**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.

**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.**
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 motorist 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.

S5. 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.