



**COUNTY OF NEVADA
COMMUNITY DEVELOPMENT AGENCY
PLANNING DEPARTMENT**

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**PENN VALLEY AREA PLAN COMMUNITY WORKSHOP #1
WORKSHOP SUMMARY AND PARTICIPANT NOTES**

The public workshop initiating the Penn Valley Area Plan Update was held Thursday evening, November 1, 2018, from 6:00 to 8:30 p.m. at the Seventh Day Adventist Church (17645 Penn Valley Drive) in Penn Valley.

The current Penn Valley Village Area Plan was adopted in 2000. The purpose for this update is to make adjustments based on the community's current needs and prepare a plan that can realize opportunities in the future based on the following planning objectives.

1. The plan is a comprehensive land use and zoning plan for the Penn Valley commercial areas (may include industrial, business park, recreation and residential areas);
2. It serves as a tool to advance the goals and policies for the Nevada County General Plan, while benefitting the local community;
3. The Plan reflects the vision of residents, business owners, and elected officials;
4. The Plan establishes achievable action items; and
5. The Plan provides long-term guidance intended to improve the prosperity of the area in a way that supports a healthy economy, environment, and social fabric of the area residents and visitors.

Seventy-five (75) community members, supported by the Penn Valley Municipal Advisory Council (the MAC) and facilitated by Nevada County Staff, attended the workshop. The following is a summary of the workshop's agenda.

1. **WELCOME** —Hank Weston, Nevada County Supervisor District IV
Supervisor Weston welcomed and thanked the participants for coming.
 - ❖ Supervisor Weston introduced the MAC members, described what the MAC is, and does and when they meet (third Thursday of the month). The MAC will soon have two seats open. Anyone interested in sitting on the MAC should contact Supervisor Weston.
 - ❖ Supervisor Weston discussed the importance of the Area Plan update for Penn Valley and the participation by the community to inform the update.
 - ❖ The process will take approximately a year and will have many opportunities for the community to get involved.
2. **INTRODUCTION** —Coleen Shade, Workshop Facilitator & Nevada County Sr. Planner
 - ❖ People – Introduced Planning Commissioner Ed James, Planning Director Brian Foss, and the County Staff assisting at the individual table groups
 - ❖ Process Objectives were described
 - The process supports a comprehensive update of the existing Penn Valley Area

- Plan.
 - The process will be inclusive, engaging and FUN.
 - The process will increase the participants' land use knowledge and understanding of Area Plans.
 - The process will be fair and transparent.
 - The process will provide many opportunities for the Penn Valley Community to be heard and inform the update of the Penn Valley Area Plan.
 - The process strives to build consensus through community workshops.
 - The process will make timely progress in order to bring the updated Penn Valley Area Plan to the Board of Supervisors for adoption by early 2020.
- ❖ Community Workshop "Norms" - Ground Rules
 - We listen to each other without interrupting
 - We speak respectfully to each other
 - We make sure that everyone has a chance to speak
 - We ask questions for clarification not to judge
 - The facilitator starts and ends the workshops on time
 - The facilitator has your permission to keep the group on task and on time
- ❖ Roles and Responsibilities When Developing the Update
 - Community – show up, prepared to work
 - County Staff – facilitate process in an inclusive manner, provide workshop summaries, make available materials that will assist with workshop sessions
 - Penn Valley MAC – Keep community aware of workshop schedule and outcomes at MAC monthly meetings, host workshops
 - Planning Commission – stay abreast of process, responsible for final recommendations that go to the Board of Supervisors
 - Board of Supervisors – stay abreast of process, responsible for final Penn Valley Area Plan update actions and approvals
- ❖ **Schedule and Assignment For Workshop #2**
 - **January 23, 2019; Venue will be the Ready Springs Elementary School Gymnasium, 6 p.m. to 8 p.m.**
 - **Bring with you at least two (2) hard copy photos of 1) a place that reflects Penn Valley's Identity and 2) represents an opportunity (can be local or from someplace else)**
 - **Review the current Penn Valley Village Area Plan and explore two other area plans from some place else to identify what you like and don't like.**

3. **AREA PLANS 101**

- ❖ What an Area Plan is and what it is not
 - What it is =
 - Comprehensive land use and zoning plan for the Penn Valley Area.
 - Provides long-term guidance intended to improve the prosperity of Penn Valley in a way that supports a healthy economy, environment, and social fabric.

- The zoning created within an Area Plan can provide additional specificity that is unique to that location and relies upon the special language found in the Area Plan.
- It is the intent of Area Plans to provide specific planning goals for a geographic area in order to respect its unique character and compliment surrounding areas.
- To be successful, the plan must reflect the Community's expressed vision.
- Through a collaborative approach to the identification of existing land use issues and potential solutions the updated Area Plan can be considered a blueprint that guides future development that will conserve and improve the functionality of the Penn Valley Area.
- The Area Plan content, at a minimum, will include sections on Land Use, Public Service and Infrastructure, Recreation, Economic Development, Natural Resources, Historic and Cultural Resources, and Plan Implementation.
- It is a living document and should be revisited on a periodic basis to assess how it is being implemented and its current relevance.
- Implementation measures, when tied to new development, may be the responsibility of private property owners, business owners, the County, non-profits and/or a combination in partnerships.
- It is a tool that is consistent with and furthers the goals of the General Plan in a specific area.
- What it is not =
 - It is not a Capital Improvement Program (CIP) that the County funds.
 - It does not supersede the policies of the County General Plan.
 - It does not describe a County Work Program but it can inform work programs.

4. **LET THE WORK BEGIN**

At each table group a volunteer was asked to be the recorder/scribe and another to be the person who reported out at the end of the night.

- ❖ **Penn Valley's Identity** in three (3) words or less (**individuals**)
 - Each member at a table was asked to write on a 5x8 card in 3 words or less what they think is Penn Valley's Identity (think of it as a bumper sticker).
 - The identity cards were collected and placed on the sticky wall.
- ❖ **Vision Statement: Future Newspaper Headline Describes Penn Valley (Group)**
 - Each table group was asked to put their heads together and describe their vision for Penn Valley in the year 2030. All ideas were recorded.
 - From these ideas the table groups were asked to come up with Newspaper Headlines that reflect the vision the table can agree upon in terms of future achievement. Example: Small Town Downtown Association of America Penn Valley is Recognizes Penn Valley for its Beautification and Circulation Improvements.
- ❖ **Opportunities** that will assist the community in attaining its Vision (**Group**)

- On the Penn Valley current zoning map, the table groups identified all of the opportunities they felt will bring value and/or is needed to sustain their community in to the future.
- ❖ **Geography** of the Plan: Should the existing Area Plan boundaries be amended?
 - The **groups** were asked to look at the map again and assess whether the existing boundaries can accommodate the community needs today and into the future? Groups were asked to draw any changes they felt would be needed to the boundaries of the Area Plan to support the listed opportunities.

5. **REPORT OUT**

- ◆ Each table group had one representative report out on their top Newspaper Headline, Three Opportunities, and their Area Plan Boundary Adjustment suggestions.
 - ❖ Coleen explained that nothing will be lost that has been written down. Staff will be bringing all of the responses together in a summary of the workshop that will be posted on the County website.
 - ❖ All of what we heard will be used to inform our future workshops and the vision for the plan
 - ❖ We are at the very beginning of the Planning Process!

6. **WRAP IT UP**

- ❖ Workshop evaluation forms to be filled out at each table
- ❖ Participants asked to make sure they signed in and included your email if you would like to be noticed on all things Penn Valley Area Plan Update
- ❖ If you know of someone who should be participating, please invite them to the January meeting and/or provide us with their email address.
- ◆ Next Meeting: January 23, 2019
- ◆ Topic: Part I Land Use—Current Issues and Constraints

January 23, 2019 Workshop Preparation Assignment:

1) Please review the 2000 *Penn Valley Village Area Plan* (<https://www.mynevadacounty.com/DocumentCenter/View/14843/Penn-Valley-Area-Plan-PDF>) and an Area Plan for another location before the next workshop. 2) Bring to January workshop hard copy photos; at least one of a scene that most reflects Penn Valley’s identity and one that represents an opportunity (could be a local example or an example from some place else).

RECORDED PARTICIPANT COMMENTS

The workshop attendees participated in small breakout group activities where they discussed Penn Valley’s identity, vision for the future, potential geographic changes to the Area Plan boundaries and the opportunities that could support the visions.

The following lists provide the comprehensive feedback provided by individuals and the table groups using their words.

PENN VALLEY’S IDENTITY IN THREE (3) WORDS OR LESS

People	Landscape
Community	Uncongested
Neighborly	Unique
Cowboys	Beautiful
Friendly	Pretty

Family Friendly	Peaceful
Welcoming	Quiet
Engaging	Open Spaces
Tight-knit	Paradise
Down to Earth	Small
Easy-going	Flat
Laid-back	Tranquil
Independent	4-Seasons
Supports Business	Quality of Life
Safe Friendly Community	Lake Wildwood
Young Family Growth	Nature (water, wildlife)

Character	Misc.
Country (Down-home Country Living)	Affordable
Rural	Opportunity
Little Big Town	Safe
Agriculture	A Goldmine
Ranches	Changing
Pastoral	Burgeoning
Rustic	Growing
Historic	Stagnate
My Home	Confused Identity
Modern Rural Community	Has it All

VISION FOR PENN VALLEY – Future Newspaper Headline (2030)

Each table group was asked to put their heads together and describe their vision for Penn Valley in the year 2030. The visions were then described in the form of a newspaper heading.

Example: Penn Valley Recognized by the Small Town Downtown Association of America for its Beautification and Circulation Improvements. The following lists the participants’ newspaper headings.

- ✚ The Best of Rural California
- ✚ Penn Valley; the Nuclear Community
- ✚ Beautiful Then – Beautiful Now
- ✚ Valley of Ponds, Lakes and Grapes – Relax
- ✚ Sustaining Community – Keeping up with Progress
- ✚ Best Place to Enjoy Wine and Rodeo
- ✚ Great Place to Live and Work
- ✚ Relaxed Living in a Small Town Surrounded by Ranches and Vineyards
- ✚ Above the Smog, Below the Snow
- ✚ High Tech Community Maintains Rural Character
- ✚ Great People, Great Rodeo, Great Park; Great Caring Community
- ✚ Penn Valley; A 4-Season Community Progresses While Maintaining a desirable Life Style
- ✚ Penn Valley Maintains Rural Character
- ✚ Things Will Remain the Same
- ✚ Many Opportunities Yet Remains Pastoral
- ✚ Rural Living with Vibrant Places to Gather
- ✚ Among the Oaks; Restaurants, Arts, Businesses and a Commitment to Capture Rural Life
- ✚ Rural Beauty, Upscale Arts, Open for Business

- ✚ Penn Valley is known as a Beautiful Rural Community that Supports High-end Businesses with an added Focus on the Arts
- ✚ The Community that Refused to Grow
- ✚ A Community in the Foothills for Businesses, Arts and Entertainment
- ✚ New Affordable Housing Opens – Penn Valley Leads the Way
- ✚ Beautiful Place to Live, Work, Shop and Play
- ✚ Penn Valley Remains Small Town Friendly
- ✚ Welcome Arts and Entertainment
- ✚ Retains Historic Roots and Controls Its Destiny
- ✚ Being Content in a Rural Community
- ✚ Beautiful Historic Penn Valley Stays Small-Town While Welcoming Arts and Entertainment in a Rural Park-like Setting
- ✚ Thriving Agriculture Community with a Small Town Feel
- ✚ Penn Valley Rodeo Prospers with Growing Community Support
- ✚ Village Center Connects Community
- ✚ Unlock the Secret, Penn Valley Has it All
- ✚ Great Place to Raise and Be a Family
- ✚ No Reason to Drive up to Town
- ✚ Small Town Feeling/Small Core
- ✚ Penn Valley; Still Unique and Family Friendly
- ✚ Country Living is Cool

OPPORTUNITIES

To achieve the suggested visions, the table groups next brainstormed opportunities that might need to be implemented. The following lists, by category, contains the new and/or improved opportunities identified during this activity. Many of the brainstormed ideas were identified by more than one table.

Communication and Governance

- MAC, Improve communication between PV and County
- More Highway Patrol
- Recreation Director

Circulation & Connectivity

- Multi-purpose pathways
- Bike paths to Penn Valley Community Center
- Enlarge bike trails
- More walking and equestrian paths
- Bike paths that connect to other community areas
- Connections to South Yuba State Park
- Traffic flow and control
- Public Transit
- Pedestrian bridge connecting Rodeo grounds with Community Cultural Center
- Pedestrian signals
- Hwy 20, 4 lanes all the way

Area Plan Geography and Land uses

- Expand Area Plan zoning boundaries to be more inclusive
- Conserve Open Space

- Mixed-Use Planning fosters business growth and younger families in Penn Valley by reducing costs
- Commercial zoning and professional zoning

Design/Aesthetics/Character

- Include height restrictions
- Require landscaping
- Easements through new subdivisions for trails

Economic Development

- Capitalize on job opportunities
- Expand job opportunities
- Increase Small Locally Owned Businesses
- Expand Music and Arts Opportunities
- Encourage new businesses with tax breaks/incentives
- Create Business Park
- Expanded and Retain Local Businesses
- Facilitate Warehousing Center
- Encourage Agriculture
- Well Defined Commercial Downtown
- Lodging Hotel/Motel
- Higher-end shops
- High-wage jobs
- Grow Downtown Penn Valley (unique shops and restaurants)
- Village Center Improvements (increase retail)
- Farming/Hemp
- Farmers Market
- Agri-Tourism
- Build on Agriculture
- Tech Businesses

Housing and Infrastructure

- Senior Housing (low income)
- Multi-economic housing opportunities
- Infrastructure Improvements (internet, sewer, water...)
- High-end housing development
- Up-scale higher density housing
- Low-cost family housing
- Attractive Subdivisions
- Internet
- NID Pipe Water
- Natural Gas
- Improvements to Ready Springs Gymnasium accommodate gatherings (venue improvements including acoustics)

Amenities

- Resource Learning Center
- Farm to Table Co-Op
- Monetize Equestrian Base

- More outdoor recreation activities (for families)
- Community and Cultural Center (Truckee model) with indoor programs (exercise, quilt groups)
- High-End RV Park
- Seating for Western Gateway Park Band Shell/Pavilion
- Camping
- Artist Workshops
- Recreation for Youth
- Community Hall (only)
- More Parks
- Youth Center/Community Center
- Wildlife Refuge; Center for Birds
- A local Newspaper
- Community Events (concerts, arts/entertainment)(Rodeo Grounds and Western Gateway Park)
- Micro-Breweries
- Coffee Shops and other gathering places
- Community Pool (w seasonal cover)
- Splash Pad
- Fitness Center/Adventure Facilities/Rock Climbing Facility
- Improved health services
- Preschool

Zoning Map Notes (Plan Area boundaries and opportunities)

Participants reviewed the existing Penn Valley Area Plan boundaries. Based on their table group discussions about vision and opportunities, each table group drew on the maps their suggested changes to the area plan boundary-line that would support their vision. The following lists both the suggested area plan boundary amendments and the noted opportunities that were also written on the maps.

Map #1

Amend Area Plan Boundaries to Include:

- IDR, C1 and M1 at Pleasant Valley Road near Hwy 20 intersection
- C1 across from Lake Wildwood gated entrance

Identified Opportunities:

- Improve Western Gateway Park Amphitheater
- Arts and Convention Center
 - Community meeting Space with room(s) to accommodate 40, 130, 500 people
 - Convention display space
 - Performing arts space
 - Private gathering space; weddings and other celebrations
- Bike trail loop; Indian Springs, McCourtney, Old Railroad Hwy, Penn Valley Dr., Spenceville Dr
- Retail Improvements in town
 - Wine tasting rooms
 - Nice restaurants with rural flavor
 - Same businesses we have
- Hotel(s) (Rural Boutique) to serve Penn Valley and the Region (GV/NC)
- Narrow Gauge Railroad from Penn Valley to Grass Valley (or Stage Coach)
- Recreational Vehicle Park (RV campground)
- Glider Rides

Map #2

Amend Area Plan Boundaries to Include:

- None shown

Identified Opportunities:

- Senior house
- Housing
- Manufacturing jobs

Map #3

Amend Area Plan Boundaries to Include:

- Contiguous boundary includes IDR with M1 on the north side of Hwy 20 and Pleasant Valley Road.
- Contiguous boundary includes all parcels (including the Western Gateway Park) on the North side of Penn Valley Dr. including RA-1.5 parcels adjacent to the existing Area Plan boundary
- Include parcels along both sides of Penn Valley Drive outside of the Area Plan Boundary that extends to the intersection of Hwy 20, Penn Valley Dr. and the Rough and Ready Hwy.

Identified Opportunities:

- Mental Health Services
- Consolidate services into a compact geographic area
 - Food/restaurants
 - Professional offices
 - Health
 - Education
 - Entertainment
- Expand Western Gateway Park
 - Swimming Pool
 - Horseshoe pit for tournaments
 - BBQ area near the creek
 - Baseball fields for tournaments
 - Frisbee Golf
 - Tennis Courts
 - Bocce Ball Courts for tournaments
 - Dog Park walking trail

Map #4

Amend Area Plan Boundaries to Include:

- Include the C-1 area across from Lake Wildwood gated entrance
- Include the IDR, C-1 and M-1 zoned areas on the north side of Hwy 20
- Include all parcels on the north side of Penn Valley Drive from the intersection of Penn Valley Dr., Pleasant Valley Road and Hwy 20 to the intersection of Penn Valley Dr., Rough and Ready Highway and Hwy 20.

Identified Opportunities:

- More retail
- Grocery Store
- Brewery/Coffee shop
- Western Gateway Park
 - Swimming pool
 - Splash pad
 - Campground
- Fitness Center
- Extended multi-use trails

Map #5

Amend Area Plan Boundaries to Include:

- Same as Map #4 and add the Pleasant Valley corridor from Hwy 20 to Lake Wildwood Drive.

Identified Opportunities:

- Bring Lake Wildwood and Penn Valley Residents together in a Community Center area
- Make the commercial village area attractive and up-scale
- Include all current commercial areas in the area plan boundaries
- Build a bike path that expands on the existing path through town, continue the path around the perimeter of the community, and out to Lake Wildwood.

Map #6

Amend Area Plan Boundaries to Include:

- Same as Map #3, without the C-1 across from the Lake Wildwood entrance gate.

Identified Opportunities:

- Bike trail that encompasses Western Gateway Park and connects downtown to community
- Artist Workshops
- Community Center
- Walk-over pedestrian bridge between rodeo grounds and community center
- KOA campground
- Seating for a band-shell at Western Gateway Park

Map #7

Identified Opportunities:

- Include outside of current Area Plan boundaries that contain commercial and industrial
- Include Western Gateway Park in Area Plan boundaries
- Develop multi-use trails throughout the community
- Develop Community design guidelines
- Height and landscape restrictions
- Develop a Farm-to-table Co-Op supporting local small farming
- More use of Rodeo Grounds for special events
- Revitalization of existing infrastructure (i.e., paint and flowers in the shopping center, more inviting shops, small parks
- Addition of a few small shops

Map #8

Amend Area Plan Boundaries to Include:

- Add a special area that is part of the Area Plan adjacent to the Williamson Ranch School for an RV park that serves the Penn Valley area and the South Yuba River State Park
- Include and expand the C-1 area across Pleasant Valley Road from the Lake Wildwood entrance gate
- Amend Map as describe in Map #3

Identified Opportunities:

- Work with Lake Wildwood to open its gates for public use of the recreational amenities and the restaurant
- Village Center commercial development with unique shops and restaurants
- Lodging in appropriate locations
- Improvements and more events at Rodeo Grounds
- Improve gym at Ready Springs for School and Community needs
- More use of band-shell pavilion

- Multi-use trails for pedestrians, bicyclist, horses; require that new subdivisions must include easements for trails

Map #9

Amend Area Plan Boundaries to Include:

- Expand Area Plan boundaries to the east of the M-1 area including the land around the intersection at the Rough and Ready highway and the highway 20 intersection
- Expand the RA-1.5 area south of Highway 20 and east of the existing rural community boundary
- Expand the western boundary of the area plan to and including the Western Gateway Park
- Include the C-1, IDR and M-1 zoned area north of the Pleasant Valley/Hwy 20 intersection

Map #10

Amend Area Plan Boundaries to Include:

- Include existing commercial areas in Area Plan boundaries including Wildwood Center
- Include Western Gateway Park and add the strip of land adjacent to the park along the northern edge abutting Hwy 20

Identified Opportunities:

- High speed internet
- A general store
- Better mass transit
- Jobs to support a living wage
- Concentrate on upgrading the commercial areas, workout in concentric circles from there to residences
- Large Grocery Store
- Lodging
- OP medic center
- Increase commercial area boundaries
- Add another ingress/egress for Lake Wildwood on the east side of the development (emergency evacuations was a mess)