

Redwood Valley Community Action Plan

August 2022



The Redwood Valley Community Action Plan was made possible by the Mendocino County Board of Supervisors who sponsor the existence of the RVMAC. Thanks to RVMAC members who organized community meetings, and community volunteers, and hundreds of Redwood Valley residents who helped to bring this work to fruition. The RVMAC is grateful for the provision of a \$10,000 Planning grant from PG&E, as well as a \$1,000 grant from the Mendocino Community Foundation. These funds were instrumental in completing this project. Thanks to the Redwood Valley Grange and its members who generously gave their space for community meetings.



Redwood Valley Community Action Plan (CAP) Update

*Prepared by and for the Community of Redwood Valley and the Redwood Valley
Municipal Advisory Council (RVMAC)*

redwoodvalleymac.com

August, 2022

Table of Contents

PART I. History, Process, Community Input, and Community Goals.

1. Purpose
2. Background and Process
3. Topic Areas for Community Action Goals and Objectives
 - A. Agriculture
 - B. Public Safety and Security
 - C. Environment
 - D. Economic Development and Housing
 - E. Public Facilities and Infrastructure
4. Top Priority Goals and Objectives
5. “Parking Lot” of Other Community Interests
6. Next Steps
7. Acknowledgements

PART II. Design Guidelines and Standards for Development in Redwood Valley.

1. Introduction and Purpose
2. Design Goals and Objectives
 - A. Introduction
 - B. Overall Guiding Principals
 - C. Design Goals
 - D. Design Objectives
 - 1. Compatibility
 - 2. Infill Development
 - 3. Circulation
 - 4. Commercial Development
 - 5. Industrial Development
 - 6. Residential Development
3. Applicability of Design Guidelines
 - A. Development Subject to Design Guidelines
 - B. Exemptions from Review
4. Commercial Design Criteria/Guidelines
 - A. General Principles for all Commercial Development
 - 1. Desirable Elements
 - 2. Undesirable Elements
 - 3. Height
 - 4. Bulk
 - 5. Scale
 - 6. Color
 - B. Architectural Design Guidelines
 - 1. Exterior Walls
 - 2. Roofs
 - 3. Awnings
 - C. Site Planning
 - 1. General Design Principles
 - 2. Setback Standards
 - 3. Open Space
 - 4. Lighting
 - 5. Site Grading
 - 6. Parking Area Design
 - 7. Fences
 - 8. Energy Efficiency
 - 9. Signs
 - 10. Landscaping

PART III Appendices

1. Jurisdictional Map of Redwood Valley Municipal Advisory Council

PART I.

1. Purpose

The purpose of the Redwood Valley (RV) Community Action Plan (CAP) is to establish a path for creating Redwood Valley's future. In this Plan, we intend to capture the community's values based on its history, current events, and vision for the future. It is a document created with hope, intent, and participation. Through the Plan, the community intends to take a stronger role in determining if and how RV will be developed, the types of land use that will be encouraged or prevented, and the character of how the community will look and function. The new CAP endeavors to set forth a vision for the next 10-20 years.

The CAP update was initiated in 2017 by the RVMAC, which was formed in 2016 in large part due to community concerns about development in Redwood Valley, and its commensurate impact on the community, namely the threat of development of corporate box store retail that threatened to eliminate locally owned businesses.

The RVMAC is comprised of seven volunteer members and two alternates. In the process of establishing the RVMAC in 2016 and determining its goals, the 2004 CAP was rediscovered. The RVMAC determined that it was time to update the CAP and embarked on a public outreach process to do so. The process consisted of four dedicated public stakeholder meetings, with 50-100 persons per meeting. All residents of RV received notice by means of post cards of the initial meeting. The first meeting, for which refreshments were provided by the RVMAC, had about 100 attendees. All meetings were facilitated by local attorney and experienced community planning facilitator, Cliff Paulin, and by RVMAC members. Mr. Paulin used a "World Cafe" method, which is a standard approach for gaining group input and consensus. Work paused after the initial meeting in 2017 due to the catastrophic 2017 wildfire that devastated Redwood Valley. Additional work was re-commenced in 2018 by RVMAC members, and has continued in regular RVMAC meetings. This document is the product of those efforts.

Through the process, it was determined that the CAP update should consist of three major components, each of which serve distinct but overlapping goals. The first component (Part I) is the **Community Action Plan**, which includes the history, purpose, and process for community planning. The **Community Action Plan** includes a section on *Goals and Objectives*, which are

based on community input and outlined in fairly general form. Part II of the CAP is a series of **Design Guidelines**, which serve to direct future commercial and industrial development in Redwood Valley in a way that is consistent with the current and desired future “community character”. Both the Community Action Plan and the Design Guidelines were derived from the public meetings, as well as research into neighboring communities and other towns/counties that have implemented successful community plans. The RVMAC intends that both these sections of the plan be presented to the Mendocino County Board of Supervisors, via the Planning and Building Services Department, for adoption and implementation into updates to the County General Plan and Zoning Ordinance. Part III of the CAP is the Appendices, and includes materials and references that are necessary for the timely and detailed maintenance of the CAP. The Appendices are designed to be reviewed and updated regularly under the oversight of the RVMAC, with ongoing public input.

A community plan should be both visionary and strategic, setting forth a future vision that is aspirational, yet achievable. Most importantly for Redwood Valley, it must enable actual implementation through the County by means of both the advisory role of the RVMAC, as well as by establishment of legal status. The 2004 CAP was, apparently by an oversight, never adopted by the County, nor were its key findings incorporated into the General Plan.

The County General Plan, updated in August of 2009, mentions Redwood Valley specifically as a Planning Area only on pages 6-38 and 6-39. Those pages mention: “Maintain a transition buffer between the existing commercial, industrial, and residential uses;” “supports and promotes ‘Smart Growth’;” “establishing a consistent architectural theme;” “Parking to be located off of the East Road frontage... including landscaping, pedestrian access...”; and even: “The County encourages redevelopment of the northwest corner of East Road and School Way, such as with a mixed retail commercial/residential project.” In fact, in absence of an approved RV CAP, a large storage unit facility was built on this corner. It is our hope that these General Plan intentions will be realized by the additional clarity of the CAP and Design Guidelines. The RVMAC, as supported by the Redwood Valley Community, intends that development in Redwood Valley be conducive to aesthetics and a strategic vision. The chief interests of virtually every Redwood Valley participant in the CAP public meetings is the maintenance of a sustainable rural lifestyle in Redwood Valley.

The development of the first **Design Guidelines** (Part II of this CAP document) for Redwood Valley is intended to govern future development, to reflect the vision of our community. Since the RVMAC is an advisory group, the County retains governance over development in the unincorporated areas (such as Redwood Valley). Insofar as the Design Guidelines represent the intended vision for Redwood Valley, they are somewhat prescriptive, and therefore require adoption into the General Plan and Zoning Ordinance in order to fully take effect.

2. Background and Process

The CAP update process has consisted of four public meetings held at the Redwood Valley Grange. These meetings were held on June 14, 2017; May 31, 2018; May 14 and December 4, 2019. The intention was to host ongoing meetings throughout 2017 and finalize the CAP in 2018, but the Redwood Complex Fire of 2017 delayed this process. That federally declared disaster, which killed 9 Redwood Valley residents, destroyed 402 households, and burned 36,523 acres, underscored how crucial it is to revisit plans regularly in order to respond to new information. Certainly, the more recent iterations of the draft CAP documents contain additional materials related to emergency preparedness and response.



The first community meeting (June 2017), attended by approximately 100 Redwood Valley residents, utilized a “World Café” format, where participants attended a series of roundtable discussions focused around a variety of topics. These topics were: A) Agriculture; B) Public Safety and Security; C) Environment; D) Economic Development and Housing; and E) Public Facilities and Infrastructure. Participants were able to comment at three different topic areas during the evening and voice their thoughts and concerns in these different areas. RVMAC members, acting as topic facilitators and scribes, solicited and captured these comments for development into Goals and Objectives for the RVMAC and the community at large. A full digest of these table notes is in the RVMAC archives.

The second meeting (May 2018), attended by approximately 50 residents, was aimed at prioritizing the Goals and Objectives offered at the first meeting, and beginning to define a greater sense of the “community character” of Redwood Valley in order to create Design Guidelines. The process consisted of the RVMAC and the facilitator narrowing possible Goals and Objectives for consideration based upon public interest at the first meeting, priorities in the 2004 CAP, and other input from the community. Five Goals for each topic area were selected and participants were able to offer their opinion on each Goal based upon the perceived “Impact”

and “Achievability” of each Goal. In doing so, clusters of interest were identified which will allow the RVMAC to prioritize Goals to pursue through future efforts.

The second portion of the May, 2018 meeting invited participants to offer their sense of “community character” of Redwood Valley in five different land use areas: Residential, Commercial, Community Spaces, Agricultural, and Natural Spaces. Each of these land use areas was “seeded” with ideas gleaned from the “What is the Community Character of Redwood Valley” document created by the RVMAC in 2017, in response to requests from the Mendocino County Planning and Building Department. Participants added their own thoughts in each topic area, which inform the recommendations provided for Design Guidelines in this CAP. The intention is that these Design Guidelines will shape future planning decisions for the County of Mendocino within the RVMAC jurisdiction. The Design Guidelines are also based on researching successful guidance documents in other jurisdictions. The final two community meetings added more clarity to these goals, and included additional focus on public safety.

The RVMAC, reflecting the views of Redwood Valley residents, wants development of parcels to be implemented in a planned manner, consistent with the vision of community character, which was developed from considerable input by numerous local members of the public from 2017-2019 (as stated earlier). Therefore, the Design Guidelines are precise and clear. However, with proposed development subject to public input and the RVMAC, it is intended that some flexibility be incorporated into the process when required. As stated in the Design Guidelines, implementation may be “less stringent” when appropriately indicated. The precision written into the Design Guidelines can serve to assist developers and property owners by providing a “road map” for how to plan and design buildings, removing some of the guesswork. The Design Guidelines will act as a short-cut to guide development in the following ways. First, the exterior appearance and design of the proposed work is in harmony with the exterior appearance and design of existing structures within the community, and with that of the existing subject structure. In addition, the appearance of the proposed work will not detract from the appearance of other property within the community.

3. Topic Areas for Community Action Goals and Objectives

A. Agriculture

Redwood Valley has a long and proud history as an agricultural region. Native American peoples and early European settlers introduced the gathering and cultivation of a wide variety of crops, including acorns and sedge grasses, orchards and vineyards, and participated in animal husbandry. More recently the area was the birthplace of the wine grape industry in Mendocino County, and still has extensive wine grape production. In addition, the area has become a hotbed of organic and sustainable farming practices in the wine world, featuring the United States’ first organic and biodynamic winery.

Participants in the June 14, 2017 meeting highlighted this unique history as a point of pride and voiced strong support for continuing and building upon this heritage. Defining the niche of Redwood Valley agriculture as an example of organic and non-GMO production, and preserving the sustainability of agriculture in the valley, were identified as top priorities. In addition, encouraging the preservation of agricultural lands through conservation easements, restrictive zoning, and the limiting of subdivision were noted.

Other agriculturally related issues also were emphasized, including providing support for ancillary agricultural activities such as cottage food production, a meat processing facility, fiber manufacturing, dairy facilities, cold storage, commercial kitchens, equipment-sharing banks, seed banks, farmers cooperatives, and compost production.

Concerns related to agriculture mentioned were the availability of water both from the Redwood Valley Water district and private wells, the impact of pesticide and herbicide use in the valley, waste from agricultural production, and the need to protect native habitat.

Finally, any conversation in Redwood Valley related to agriculture would not be complete if the topic of cannabis cultivation was not addressed. Participants expressed concern about the cultivation of cannabis on small parcels, large scale indoor or outdoor grows, the impacts of those growers who remain in the underground economy, and the impacts on neighbors of new legal grows. Specifically, cannabis cultivation in the Redwood Valley area shall be restricted to parcels of 5 acres or larger.

B. Public Safety/Security

Public Safety and security are important to all communities, but in particular rural communities like Redwood Valley, which are often “underserved” and face greater challenges in these areas. Redwood Valley is served by the Mendocino County Sheriff’s Department for law enforcement as well as the California Highway Patrol, and agents serving the Coyote Valley Tribe. Fire service is provided by the Redwood Valley Calpella Fire Department, a primarily Volunteer department, which has mutual aid agreements with other local and state fire agencies.



The Redwood Valley Calpella Fire District station is centrally located, and staffed primarily by many local volunteers.

Concerns in the public safety area included traffic, crime, fire preparedness, mental health, and the impacts of drugs and alcohol on the community. Participants raised concern about vehicular traffic, including speeding on local roads. Lowering speed limits and requesting more patrols from local agencies were voiced as possible remedies. Crime, particularly in the form of home invasions related to the cannabis industry, was raised, as well as the impact of transients along local rail lines and the river. Participants also voiced that a Sheriff's Department satellite station in RV would be a beneficial remedy for many security issues.

Wildfire preparedness was a top issue, and a prescient topic given subsequent events. Concerns were raised over homes in the wildland urban interface (WUI), the low number of volunteers at the local fire department, and the presence of locked gates that make access difficult for fire fighters. It was strongly felt that the County should be more restrictive about development in wildland and heavily wooded areas. In addition, there was community desire to implement more Community Emergency Response Teams (CERT) and Fire Safe Councils to address wildfire and other natural disaster impacts.

C. Environment

Redwood Valley residents care deeply about the quality of their natural environment and have long worked to be good stewards of these resources. This impulse is evident in the level of organic and sustainable agriculture, the preservation of oak woodland ecosystems, and the presence of the Redwood Valley Outdoor Education Project.



Participants at the June 2017 meeting expressed concern about a number of environmental issues. Key concerns included the availability of water, or lack thereof, for humans and non-humans due to draws (both legal and illegal) from local creeks and the river, as well as the impacts of the reliance on ground water. The preservation of wildlife habitat in the form of oak woodlands and riparian corridors was also highlighted. Echoing sentiments in the 2004 CAP, participants noted the impacts of not having centralized waste water facilities in terms of lack of municipal grey water availability, and potential fresh water contamination from individual septic systems. Air quality issues surrounding Highway 101, and subsequently from the pellet mill in Calpella, were raised and often come up in monthly RVMAC meetings.

Participants in the Environment discussions addressed many issues surrounding residential and commercial development in Redwood Valley. A strong preference for slow growth and a total limit to growth were expressed by many residents at all the public meetings, as well as a preference enabling accessory dwelling (“in-law”) units on existing parcels. Redwood Valley residents were aware that growth is inevitable and would like to be involved in guiding that development through the implementation of the Design Guidelines.

D. Economic Development and Housing

In an area with limited economic growth opportunities and limited housing opportunities, participants saw the need to promote development in line with community values. Participants stated preferences for locally owned small businesses, particularly those that meet local needs not currently satisfied in the area (i.e. pharmacy, coffee shop, hardware store, feed store, etc.). Maintaining the character of Redwood Valley through the enforcement the Mendocino County Community Character Combining District ordinance (2017), which requires a review of “formula/chain stores,” was stressed as important. Also identified was limiting the impacts of tourism on the area character, while still attracting more visitors who might be drawn to Redwood Valley’s scenic beauty and rural environment. As of this writing, our State Senator

actively supports converting the Northwest Pacific Railroad track to the Great Redwood Trail for walking, hiking, and biking.

Perceived barriers to economic development included limited water availability, a lack of affordable housing, Redwood Valley's continued prevalence as a bedroom community, lack of public transportation, and a limited local availability of post-high school educational opportunities.

Legal cannabis cultivation and associated industries were also noted as a potential economic development opportunity, but one that is not without controversy among Redwood Valley residents.

E. Public Facilities and Infrastructure

The limited number of locations at which the Redwood Valley community can currently gather and utilize was an overall theme of the sessions. The relatively recent closing of the Redwood Valley School was noted as both a challenge and an opportunity for the community.



The Redwood Valley Grange is a community organization dedicated to public service, and is a social center for many public and private events.



With a well-equipped children's playground, ball field, covered meeting area, and site of seasonal Farmer's Market, Lion's Club Park is very busy. It is also the site of a memorial to the victims of the 2017 wildfire.

Other topics of concern included the utilization of Lion's Park, both in its capacity as the venue for the RV Farmers Market and for events. Also noted as lacking was a public health clinic, which necessitates RV residents traveling to Ukiah or other locations for basic healthcare needs.

Participants felt the need for a more cohesive “Town Square” in RV, and interest in creating such a forum was expressed. The RV Grange, the site for the RVMAC and other meetings, was noted as a vital community resource and one in need of additional attention. The desire for the Grange to offer additional programming was expressed, as were the financial and physical needs of the Grange for maintenance and improvement.



RV Farmer's Market is open seasonally and offers produce and meat.



Eagle Peak Middle School, located on West Road.

Finally, the public spaces of roads, sidewalks, and potential bike and pedestrian trails was raised as a top priority, allowing for increased ability for both residents and visitors to utilize non-motorized transportation. Maintaining “dark skies” in RV was a strongly stated value that residents want to preserve.

4. Top Priority Goals and Objectives

At the May 31, 2018, meeting residents prioritized potential projects for the MAC and the community to engage in. The following is a list of priorities based upon input from those members present and work undertaken by the RVMAC.

Public Safety and Security

[AI= Action Item]

1. Promote a Disaster Prepared Community

AI-1 Encourage neighborhood Fire Safe Councils.

AI-2 Emergency Response Training.

AI-3 Maintain a fire safety element in the MAC Website.

2. Promote Enhanced Traffic Safety Programs

AI-1 Increase visibility and number of posted speed limits.

AI-2 Improve Road surface traffic markings.

AI-3 Improve lighting at major road junctions.

AI-4 Create bike and pedestrian lanes.

3. Support Law Enforcement Efforts for Crime Prevention and Response

AI-1 Support efforts for establishment of a Sheriff substation.

4. Insure Secondary Egress or a safe equivalent for all new development.

AI-1 Encourage neighborhood safe zones and alternative egress options for existing developments.

Economic Development and Housing

1. Maintain and encourage locally owned businesses.

AI-1 Support development of home-based cottage and internet business.
(i.e., Mendocino Broadband Coalition).

AI-2 Create a local based business directory.

2. Maintain affordable spaces for light industry.

AI-1 Work with local land owners to encourage industrial affordability.

3. Promote affordable, safe housing.

AI-1 support new technologies. For example, *Polecraft Solutions* use of harvested small trees as structural homebuilding materials.

AI-2 Support changes in county regulations to allow for auxiliary Class K construction and alternative types of home construction.

AI-3 Pursue affordable home “campus,” intergenerational type housing at core of community.

4. Support agricultural sector.

AI-1 promote agro- and eco-tourism.

Environment

1. Protect and enhance the native upland and riparian habitats.

AI-1 Organize removal of invasive species.

AI-2 Encourage the use of native species in new landscaping.

AI-3 Preserve and protect native plant habitats and oak woodlands.

2. Encourage resiliency and sustainable practices in all development.

3. Promote local heritage, historical continuity and the preservation of rural character.

AI-1 Ensure the County adopts RV MAC Plan and Design guidelines.

AI-2 Encourage of preservation of Grange and its historical record.

AI-3 Pursue Public Land Trust opportunities.

4. Engage in beautification projects.

AI-1 Use native landscaping of main travel corridors.

Agriculture

1. Work to preserve agricultural lands.

AI-1 Actively encourage conservation easements, especially where they provide for expansion of extant and future agriculture production.

AI-2 Discourage residential or commercial development that would cause fragmentation of larger parcels either currently utilized for agriculture or with agricultural potential.

2. Support the creation of local, value-added agricultural products.

AI-1 Assist in providing incentives and marketing opportunities for market gardens, ranches, and dairies geared towards local consumption of agricultural produce and value-added agricultural products such as dairy products (cheese, yogurt), and meats.

AI-2 Support development of community commercial kitchens (e.g., The Grange).

3. Encourage Shared Community Resources

AI-1 Encourage the development of a Redwood Valley equipment library for big expense items such as chippers, grading equipment, brush clearing gear.

4. Encourage the creation of community gardens and shared use of land for agricultural purposes.

AI-1 Explore resources for sharing of agricultural land. [i.e., Farmlink].

5. Encourage diversity and local food security

AI-1 Explore community refrigerated storage, grain storage, etc.

AI-2 Encourage commercial produce operations.

AI-3 Promote organic farming methods

6. Continue to work with the cannabis community and the county to ensure cannabis cultivation is properly zoned and regulated.

Public Facilities and Infrastructure

1. Encourage Development of Community Facilities.

AI-1 Support the creation of community facilities for youth.

AI-2 Increase the uses for Lions Park.

AI-3 Monitor use of the Redwood Valley School (USD).

2. Promote a Pedestrian and Bicycle friendly Community.

AI-1 Create walking and biking trails.

AI-2 Create bicycle parking facilities.

AI-3 Work to facilitate the Redwood Valley segment of the Great Redwood Trail.

3. Explore the potential of centralized wastewater treatment.

4. Promote the development of energy self-sufficiency in the community.

AI-1 Encourage the use of solar and other renewable energy sources.

AI-2 Assist the community in acquiring financing for solar and other renewable energy equipment.

AI-3 Promote use of passive solar design.

AI-4 Encourage neighborhood micro grids.

5. “Parking Lot” of Other Community Interests

The conversations at the community forums were lively and wide ranging. It is a testament to the engaged nature of the community that so many people took time out of their busy schedules to offer their suggestion for improving their community. By necessity, this process required narrowing and prioritizing suggestions; however, the RVMAC is committed to capturing the ideas offered up by the community for future action. These items are been memorialized here in a “Parking Lot” for later consideration.

Environment – In the era after the October 2017 Redwood Valley Complex fires, which were ignited by wind-downed power lines, a strong case has been made for supporting RV residents to become energy self-sufficient through the adoption of renewable energy technologies.

Economic Development - The utilization of redevelopment funding to aid in the post-fire recovery could be leveraged into long term economic development for RV. Finding creative ways to repurpose the old RV school into an artist community, youth center, or other use could address economic development issues as well as other topic areas discussed by the RVMAC.

Public Facilities – Creating a RVMAC-sponsored forum about the future of the RV school was identified as a way of engaging the community about an important local resource. An additional concept is connecting the old RV school with Lions Park to create a “campus” for summer and school year activities for RV youth.

Public Safety – Addressing the concern around a single route of egress for many areas in cases of wildfires has been raised. In addition, there has been concern about emergency notification systems in RV, with particular attention paid to the utilization of fire sirens and the reverse 911 system.

Agriculture – The proposed “Great Redwood Trail,” which would wind from the San Francisco Bay Area to Humboldt County, would pass through RV. This would provide a prime opportunity to expand the agricultural tourism industry in RV.

6. Next Steps

The community planning process, begun by the CAP update, is an ongoing project that will continue to engage RV residents into the future. It is the expectation of the RVMAC that the CAP will serve as the guide for their work in the coming years. Following the publication of this document, the RVMAC will be working with Mendocino County Planning and Building Department to encourage adoption of the Plan and Design Guidelines through the Board of Supervisors into the General Plan, and any other necessary implementation legislation that will allow for more local oversight of proposed future development. The RVMAC will also be working with local community groups and individuals to achieve the project goals outlined herein. Once adopted, the CAP and Design Guidelines will need to be printed and made available for dissemination through the County and the RVMAC. A Development Review Subcommittee was formed and is maintained under the RVMAC to address and discuss project and permit proposals.

7. Acknowledgements

Hundreds of Redwood Valley residents provided input to the Redwood Valley Plan process, donating thousands of hours of their time and attention. Instrumental in gathering together the process and the documentation was Cliff Paulin, a Mendocino County resident. Cliff’s planning expertise, facilitation skills, and diligence were crucial factors in developing the final documents.

The Redwood Valley Community Action Plan was made possible by the Mendocino County Board of Supervisors who sponsor the existence of the RVMAC. Thanks to RVMAC members who organized community meetings, and with community volunteers brought this work to fruition. The RVMAC is grateful for the provision of a \$10,000 Planning grant from PG&E, as well as a \$1,000 grant from the Mendocino Community Foundation. These funds were instrumental in completing this project.

In addition, the RVMAC would like to express its deep gratitude to the RV Grange and all its members for the continued use of their space, and all their help in orchestrating the community meetings. Finally, many thanks to the dedicated elected officials and staff of Mendocino County for supporting these efforts, and the creation of the RVMAC initially. Former 1st District Supervisor Carre Brown has been a truly valuable mentor, and was succeeded by Supervisor Glenn McGourty, who continued in the spirit of valuable guidance in this project.

Part II: Design Guidelines [SEPARATE DOCUMENT]

PART III: APPENDICES

1. Jurisdictional Map of RVMAC

