

*The following chapter presents potential opportunities and scenarios for new development and uses within the Town Center to help create a welcoming public space that effectively meets the needs of the Laytonville community – the top community priority identified during the visioning workshop held on May 19, 2007. The creation of a centralized pedestrian-friendly mixed-use Town Center will not only provide the Laytonville community with essential services and amenities, it will also help preserve agricultural and open space uses in the surrounding area.*

### ***A. Community Preferences and Priorities***

Ultimately, the realization of Laytonville’s community vision is the creation of a vibrant, accessible, safe and sustainable Town Center for the greater community. A thriving Town Center will provide a vital component of the community’s quality of life and offer residents a central gathering place for commerce, entertainment and civic engagement.

Understanding and meeting the service, retail, recreational and civic needs of the local community is critical to Laytonville’s long-term success as a self-sustaining community. The following list of amenities was formulated through extensive community input and reflects the needs and desires of the Laytonville community.

- a) Public Gathering Place or Civic Plaza*
- b) Bakery*
- c) Public Restrooms*
- d) Recreational Facilities, such as Skate Park and Swimming Pool*

### ***B. Opportunities for Community-Scale Development***

Focusing new development within the Town Center will further promote a pedestrian-oriented environment, create a synergy of uses and help protect the surrounding open space and agricultural uses. Although Laytonville’s Town Center already contains numerous resources and the Highway 101



Potential sites for the community's desired uses within the Town Center



This image illustrates the potential for historically rehabilitating the Laytonville Garage and Stewart Building to create an attractive new development adjacent to the Town Center's Northern Gateway.



A photo simulation to illustrate the potential renovation of one of the Town Center's central buildings to create an attractive new development.



*A conceptual illustration of the Town Circle Alternative.*

corridor has existing development along it, the area also contains several underutilized parcels.

Identifying strategic locations for new infill development and increasing the density and mix of uses in these areas provides Laytonville with an important opportunity to realize its vision.

### *C. Recommendations*

The following recommendations provide phased development scenarios within Laytonville’s Town Center. Although these are likely to take years to fully realize, they are intended to provide a general vision for the Town Center and its future. The conceptual alternatives illustrate potential site configurations and uses within the Town Center and do not require wholesale adoption to be effective. Rather, they offer strategies for growth and recommendations for achieving Laytonville’s long-term vision.

#### **1. Conceptual Alternative for New Development: The Town Circle**

The Town Circle development concept focuses new development on the underutilized portion of the Post Office parcel. The plan includes the following elements:

- New locally-serving retail development that is visible from Highway 101, but sheltered from the traffic.
- A town gathering place with retail on it to promote a safe, active and attractive open space.
- Public restroom facilities.
- Space for the Laytonville Farmer’s Market.

#### **2. Conceptual Alternative for New Development: The Town Square**

The Town Square development concept builds off of the Town Circle alternative and expands development into the existing Elementary and Middle School parcel. This plan provides for housing alternatives – a top community concern identified in this planning effort. As suggested by the community, the existing school facilities could eventually move to the former high school site, which is currently underutilized, when the time comes to replace them. The plan includes the following elements and uses:

- A green town square, similar in size to Healdsburg Plaza, to provide a larger town gathering place with development fronting on to it to promote a safe, active and attractive public space.

- An opportunity to daylight the creek in the town square. The creek currently undergrounds at Weathertop Nursery, runs under the baseball diamond, and surfaces at Willis Ave next to the Fire House.
- New small lot single family residences located on a portion of the school parcel to help finance the school's move and prioritized for work-force housing, such as teachers and health center staff.
- New retail, multi-family residential and commercial development surrounding the town



*A conceptual illustration of the Town Square Alternative.*

square.

A potential decentralized waste-water treatment facility (i.e. constructed wetlands, redwood forest treatment) located in part of the town square, or the large parcel slated for residential development just west of the school.

*The purpose of this chapter is to provide guidance for the design and construction of the built environment within Laytonville's Town Center. The Design Guidelines were formulated during the Laytonville Design Fair and reflect the feedback received from the community regarding their vision for Laytonville's Town Center.*

The resulting guidelines are based on the following principles:

- The built environment and landscape features should help define the public realm within the Town Center;
- The design of streets and buildings should create a distinctive identity and attractive character for the Town Center.
- New development should reinforce safety without limiting accessibility for automobile, pedestrian, bicycle and equestrian circulation throughout the Town Center;
- The design of streets, buildings and landscaping should reflect and respect the natural environment, local climate and historic building practices.



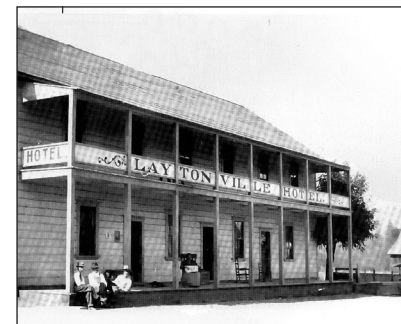
*Entry into Laytonville from Highway 101.*



*Design fair community walking tour.*



*Community members during workshop.*



*Historic photo of Laytonville.*

## *Application of the Design Guidelines*

Laytonville’s Town Center generally includes all properties extending south of Branscomb Road/Dos Rios Road and north of Harwood Road on either side of Highway 101.



*Laytonville town center parcel identification map.*

The Town Center Design Guidelines apply to all parcels of land that are directly adjacent to Highway 101 on both sides of the corridor from Boomer’s Restaurant and Saloon on the north to Laytonville Gas on the south.

The guidelines apply to all new development and to any significant modifications of an existing development occurring within the Town Center. These projects are subject to review and approval by the Laytonville Area Municipal Advisory Council (LAMAC). The LAMAC will utilize the Design Guidelines to ensure a high standard of design and construction, as well as a clear and fair review process, for all proposed projects. Although the guidelines are not legally required for permit approval, they are strongly encouraged and should be used to determine the preferred placement and orientation of buildings; the types and locations of streetscape improvements; and the methods and materials for new construction along Highway 101 within the Town Center.

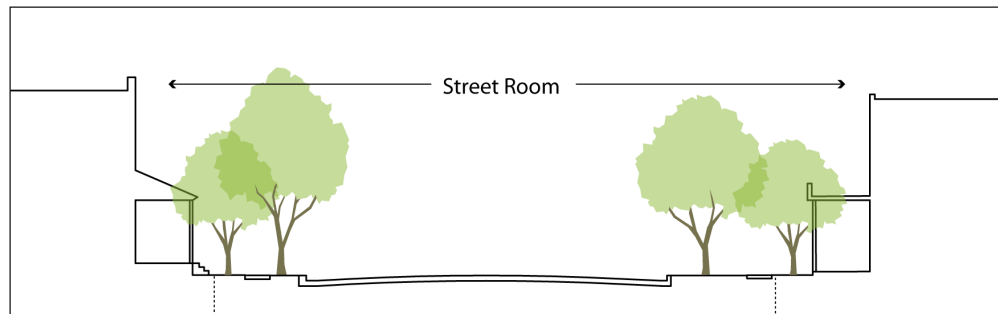


## Building Guidelines

The Building Guidelines apply to all new buildings, as well as existing buildings for which significant modifications are proposed, that are located on parcels adjacent to Highway 101 within Laytonville's Town Center.

### 1. Building Setback and Envelope

The creation of a street "room" with clearly defined edges and consistent visual boundaries provides a safe and inviting environment for pedestrian activity. The built environment should help define the public realm, reinforce safety, promote accessibility and incorporate context-sensitive design features. The Building Guidelines encourage a physical form that signifies the Laytonville Town Center and distinguishes it from other locations along Highway 101.



Street section illustrating the street room concept.

- Maximum setback for buildings located on parcels fronting Highway 101 is forty feet (40') from the right-of-way. New development is strongly encouraged to locate as close as possible to the right-of-way.
- Minimum setback for buildings located on parcels fronting Highway 101 is zero feet (0') from the right-of-way.
- Onsite parking should be accommodated on the side or rear of properties facing Highway 101. The provision of parking between the right-of-way for Highway 101 and buildings is strongly discouraged.
- Side-yard setbacks on parcels facing Highway 101 should be kept to a minimum to encourage a continuous street front of buildings along the corridor.

continuous street front of buildings along the corridor.

- A minimum height of two-stories for all new development along Highway 101 is encouraged.



Building frontage in downtown Hopland.

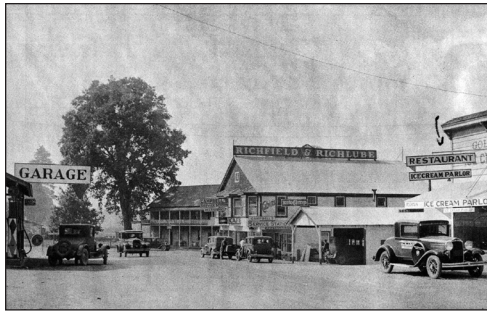


Enhanced image of existing building with minimum setback.

## 2. Porches

Porches foster a pedestrian-friendly environment and contribute to the character of the Town Center in a manner that reflects Laytonville's historic architecture.

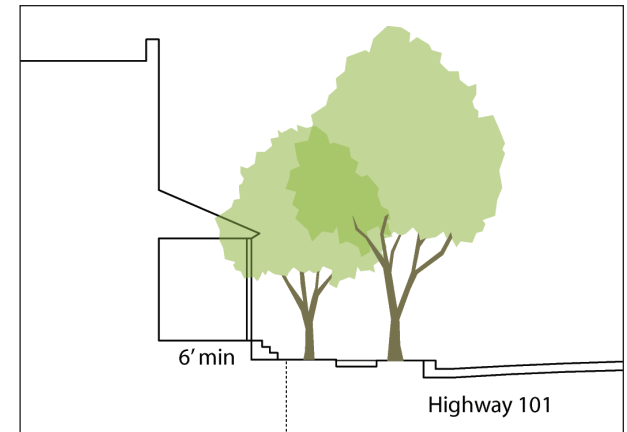
Porches offer shade and protection from the elements, encouraging pedestrian use and activity throughout the year. Additionally, porches provide human scale visual interest and create a distinctive identity for the Town Center.



*Historic photo of porches in Laytonville.*



*Interior view of the Laytonville post office porch.*



*Section of porch orientation and design.*

- Porches are strongly encouraged on all new or remodeled buildings fronting Highway 101.
- Porches should be clearly visible, provide direct access to building entrances and serve points of entry from Highway 101.
- Lighting of porches should be accomplished by illuminating the ceiling with up-lights to provide reflected, indirect light that minimizes glare for drivers while providing a welcoming and safe environment.
- Porches should be a minimum of six feet (6') deep.

### 3. Signage

Signs significantly impact the character and quality of the built environment along Highway 101, and Laytonville has an opportunity to create attractive signs that reflect the community's individuality. Properly placed and attractively designed signs within the Town Center will improve its identity, serve as way-finding and orienting cues for pedestrians, as well as motorists, and promote connectivity. Additionally, signs provide human scale visual interest and reflect Laytonville's historic character.



Examples of Laytonville's unique signage: Bailey's (above), Hometown Realty (upper right) and Buckley's Thrift Store (lower right).



Historic image of building signage in Laytonville.

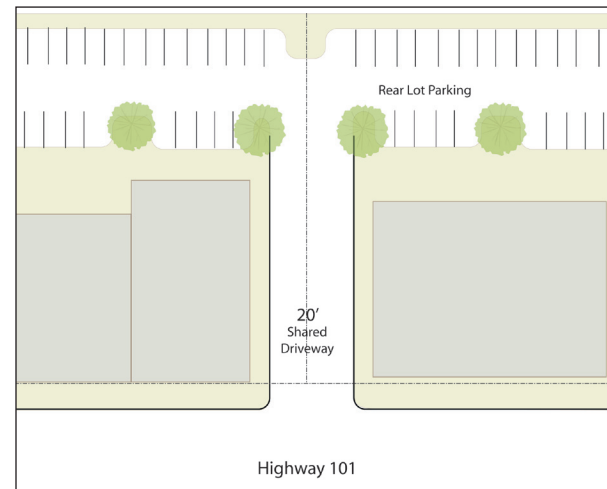
- Signs should be attached or painted directly on structures rather than free-standing.
- Existing pole-mounted signs may be restored or up-graded, however, new pole-mounted signs are strongly discouraged.
- Lighting for signs should be externally provided (e.g. spotlights) rather than internally illuminated.
- Signs with interesting and informative shapes are encouraged.

## Streetscape Guidelines

The Streetscape Guidelines apply to all parcels adjacent to Highway 101 within Laytonville's Town Center.

### 1. Curb-Cuts

Minimizing curb-cuts along Highway 101 promotes a stronger pedestrian network by reducing the frequency and width of sidewalk interruptions. In addition to improving pedestrian circulation patterns, fewer driveways encourage clear, well-placed access points to parking and adjacent uses.



*Plan of shared driveway.*



*Multiple driveways in close proximity can be confusing and unattractive.*



*Geiger's renovated entrance is clearly visible and attractive from the highway.*

- A maximum of one driveway per parcel along Highway 101 is strongly encouraged.
- Where possible, land owners are strongly encouraged to share and consolidate driveways along Highway 101 to minimize the number of curb-cuts.
- New commercial driveways should be twenty feet (20') in width and in no case should they exceed twenty-five feet (25') at the widest point.

## 2. Landscaping and Street Trees

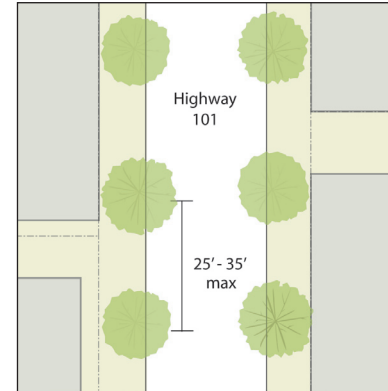
These guidelines encourage the development of a cohesive streetscape and a distinctive identity for the Town Center. Appropriately placed street trees and well-designed landscape features provide a sense of enclosure, promote traffic-calming and significantly improve the pedestrian experience along Highway 101.

Landscaping and street trees provide a visual and sound buffer for buildings located along the corridor. Additionally, landscaping can provide a natural filtration system for storm water, effectively reducing runoff.



Street trees provide shade and a buffer from traffic.

- High canopy street trees are strongly encouraged on all parcels adjacent to Highway 101. High canopy trees will provide shade and a sense of enclosure, while allowing clear visibility for adjacent businesses.
- In the Town Center, street trees should be placed approximately twenty-five feet (25') to thirty-five feet (35') apart on center. Trees should be placed as close as possible to the right-of-way for Highway 101.
- Native, low-maintenance plantings are highly recommended on all parcels adjacent to Highway 101, particularly in locations that are not appropriate for the placement of street trees.



Plan view of street tree placement.

Native Plants and Shrubs:  
 Flannel Bush - Fremontodendron  
 Horsetail - Equisetum  
 Milkweed - Asclepias  
 Yarrow - Achillea  
 Dogwood - Corrius  
 Blue Fescue - Festuca  
 Farewell to Spring - Clarkia  
 Wild Lilac - Ceanothus  
 Redbud - Cercis

Naturalized Plants and Shrubs:  
 Rosemary - Rosmarinus  
 Black Eyed Susan - Rudbeckia  
 Lavendar - Lavendula  
 Misc. Sages - Salvia sp.  
 Purple Coneflower - Echinacea  
 Mallow - Lavatera  
 Maiden Grass - Miscanthus  
 Reed Grass - Calamagrotus

Recommended planting materials for streetscape in Laytonville.

## Construction Guidelines

The Construction Guidelines apply to all new development adjacent to Highway 101 within Laytonville's Town Center.

### 1. Local Resources

The following guidelines are intended to encourage locally available construction methods and resources in the development and maintenance of buildings within the Town Center. The utilization of community-based materials, artisanry, craftsmanship, and labor strengthens

the local economy and fosters a unique identity for the Town Center. The use of recycled materials, as well as the preservation and renewal of historic buildings, reaffirms the continuity and progress of the community. Localized construction methods bolster community pride and promote guardianship for the physical environment.



*Examples of adaptive reuse of former gas stations.*



*Example of Laytonville's public artwork.*

- The utilization and incorporation of local timber, bluestone from local quarries and other native materials in new development is strongly encouraged.
- The use of local labor, craftsmanship and design skills is strongly encouraged.
- The inclusion of locally-designed murals, sculptures and art installations is strongly encouraged.
- The use of local recycled materials in the construction and maintenance of buildings is strongly encouraged.
- The adaptive reuse of existing and historic structures is strongly encouraged.

## 2. Sustainability

The following guidelines are intended to encourage environmentally-sensitive and energy efficient construction practices in the development and maintenance of buildings within the Town Center. The incorporation of construction methods and design features that reflect the local climate and topography significantly reduces waste and promotes energy efficiency. Sustainable building practices help protect the area's natural resources and promote the vision and values of Laytonville's residents.



*Existing use of solar panels in Laytonville's town center.*

- The utilization and incorporation of renewable resources is encouraged.
- The inclusion of solar panels on roofs and porches is highly recommended.
- Climate-sensitive orientation and design is encouraged for all buildings.
- Lot coverage of impermeable surfaces should be minimized to allow storm-water to collect and percolate onsite.
- Leadership in Energy and Environmental Design (LEED) rated buildings are encouraged.



*Drought-resistant plantings minimize water use in the summer.*





## CHAPTER 8: LOCALIZING COMMUNITY DEVELOPMENT

# 8

*The following chapter outlines potential opportunities for economic growth and community development within Laytonville and offers strategies for capitalizing on its existing assets. Additionally, the recommendations and strategies provided throughout Chapters 3-7 actively promote community development by fostering a more pedestrian-friendly, attractive, accessible and active environment within the Town Center.*

Building on the planning principles approved by the Laytonville Area Municipal Advisory Council for the County's General Plan Update, the community development strategies reflect the desire for locally-owned and operated businesses within Laytonville's Town Center. Additionally, all of the recommendations and strategies provided below are intended to capitalize on and celebrate Laytonville's greatest asset, its residents and stakeholders.

The spirit, enthusiasm, diversity and resources that exist within Laytonville provide a unique and important foundation for economic and community development. Healthy Start's Community Autumn



*Laytonville High School's art students create beautiful place-based public art.*



*A kiosk built by the High School's very-capable woodshop class.*

Fair, Harwood Park's Christmas Craft Fair, Mendocino County Herb Association's Annual Herb Fair at the Garden Club, Old-Timer's Baseball Game, Art Openings at Mollywogs, and local music events are excellent examples of Laytonville's enormous community spirit. The incorporation of local craftsmanship, artisanry, materials and

resources, as well as continued collaboration with local student groups, clubs and associations will be essential components of each of the following recommendations.

### *A. Local Business, Agriculture & Food*

Contrary to dominant American economic trends, Laytonville businesses are predominately locally-owned and locally-operated. To keep their doors open, "mom and pop" shops depend on patronage from area residents, businesses and from travelers on the Highway 101 corridor. Laytonville business owners contribute to their community by providing important goods and services, as well as by keeping dollars in circulation locally. Studies show that local merchants generate substantially greater economic impact than chain retailers. One analysis by Civic Economics indicates that \$13 of every \$100 spent at chain retailers yields a local economic impact as compared to at least \$40 when spent at a local business.

Recommendations Include:



*Locally-painted signs contribute to the unique character of Laytonville.*



*Laytonville Farmers' Market.*

### 1. Support the Farmer's Market.

The Laytonville Farmer's Market is a small market that brings farmers and consumers together on Sunday afternoons from June – October. It is the smallest certified farmers market in California, yet it is an important social event in Laytonville, reminiscent of the village marketplace. Started in 1988, the Laytonville Farmer's market is the only certified venue within a 20+ mile radius for local growers to market and sell the fruits of their labor. Strengthening the Market through programs, patronage, and a more ideal location helps to incubate small local businesses by providing a central

venue for commerce for farmers, cottage industries, and producers of value-added local products. This plan identifies Town Circle and Town Square concepts that provide a central and sheltered place for community gathering and commerce.

In 2006, the Laytonville Farmer's Market partnered with Healthy Start, Harwood Park Association, and the Laytonville Community Garden to initiate a Community Supported Agriculture (CSA) program. This is a method of local agriculture whereby consumers purchase CSA memberships in advance of the growing season, providing a guaranteed market for farmers, helping them to make their farms more economically viable. Through grant funding, subsidized memberships were available to families in need in exchange for hours worked in the community garden. An example of a successful food localization program, the result was a 30% increase in sales over the previous year.



*Laytonville Community Garden.*



*Revive the Laytonville Chamber of Commerce.*

## 2. Support Laytonville Community Garden

The Laytonville Community Garden is located adjacent to Harwood Park on Harwood Road. Initially a project of Healthy Start, it was founded in 2002 and has been supported through grant

funding as well as community volunteer labor. Food grown in the garden is contributed to the local Food Bank, churches, school lunch programs, and through Healthy Start. Workshops on soil fertility, food production, permaculture, and other agricultural methods are conducted at the garden.

## 3. Revive the Long Valley Chamber of Commerce

The implementation of simple programs, such as delivery consolidation, beautification, and “local first” campaigns are important functions that could be provided by the Long Valley Chamber of Commerce. The Chamber of Commerce in neighboring Willits, CA has worked with their membership, the City of Willits and

localization experts to initiate a “local first” campaign that encourages consumers to source goods and services locally first, before driving to larger urban centers. Advertisements in local print media, banners and posters have been successful in increasing local sales.

- Consolidate deliveries to Laytonville businesses to mitigate transportation-related expenses and fuel consumption, and reduce traffic congestion.
- Initiate a “local-first” campaign within Laytonville to support area businesses and resources.

## *B. Rural Character & Family Farm Identity*

The history of inhabitants of Long Valley is intertwined with the area’s natural resource base. In the beginning, the Cahto people lived from the land as hunters, gatherers and fishers. Early white settlers made their livelihoods from trapping, fur trading, logging and ranching. Still today, land-based livelihoods in Laytonville go against modern trends of globalized corporate agriculture, mega-scale feedlots, and forest resource liquidation. Small family farms, selective log-

ging and sustainable forestry, and family-scale animal husbandry prevail.

Recommendations Include:

### 1. Establish Equestrian Focused Amenities and Awareness

The Laytonville community has a strong equestrian culture, with several ranches located in the area, the annual Laytonville Rodeo and a significant number of local riders. With the proposed Caltrans improvements, including hitching posts along Highway 101 and improved crosswalks, as well as the trail recommendations provided in Chapter 3 of this report, the equestrian community has an opportunity to expand its presence in and access to Laytonville's Town Center.

- Encourage partnerships with the revived Chamber of Commerce and equestrian community to increase equestrian-appropriate amenities.
- Work with Caltrans to improve signage alerting traffic to equestrian activity within the Town Center.
- Work with school groups to review safety and access issues for students riding to and from local schools.



*There is an active equestrian culture in Laytonville.*

### 2. Capitalize on the Rodeo and the Family Farm Identity

The annual Laytonville Rodeo is an extremely successful event, attracting visitors from throughout the region and beyond to Long Valley every June. As such, the Laytonville Rodeo represents an important source of community pride and generates significant tourist traffic for the greater Laytonville area. Additionally, this unique event offers residents of every age and background the opportunity to celebrate Laytonville's history and identity and to reinforce its strong sense of community.

- Encourage the Laytonville Chamber of Commerce and the Laytonville Rodeo Association



*Local resident supports “Keepin’ it Rural.”*

to work together to maximize tourism dollars within the Town Center during the Rodeo.

- Partner with the equestrian community, school groups and the Laytonville Rodeo Association to develop additional programs to promote community involvement and awareness of the Rodeo year-round.
- Encourage the inclusion of artwork and signage that features rodeo and family farm themes within the Town Center to foster Laytonville’s unique character and identity.

### *C. Sustainable Lifestyle*

Due to limited county resources, most efforts to promote sustainability within Laytonville are community-driven and organized. The enormous support and interest from community members should be leveraged where possible to further Laytonville’s sustainability goals, and opportunities for grants and agency support should be explored. For additional recommendations regarding sustainable building techniques and design, refer to Chapter 7, Design Guidelines.

Recommendations Include:

#### **1. Develop Education Programs and Green Community Events**

Laytonville has an opportunity to promote sustainable living through existing events by encouraging new collaborations within the community. To maximize resources and encourage a comprehensive approach to sustainable living, green practices and education programs should be incorporated into Laytonville’s existing and successful community events. Community fairs, local music and art events, school programs and other organized activities should incorporate and reflect Laytonville’s focus on sustainability.



*With abundant solar exposure, Laytonville could strive for energy-independence.*

## **2. Create Program to Promote Green Businesses**

The revived Long Valley Chamber of Commerce should work with local businesses to develop a green business program and encourage sustainable business practices.

## **3. Adopt Policies to Encourage Adaptive Reuse of Existing Buildings**

LAMAC should work with local agencies to pursue and develop County policies or ordinances that encourage the adaptive reuse of existing buildings within Laytonville.

## **4. Adopt Policies to Encourage Sustainable Building Techniques**

LAMAC should work with local agencies to pursue and develop County policies or ordinances that encourage sustainable building techniques within Laytonville.

- Encourage & support installation of on-site renewable energy systems on public and private facilities.





*This chapter presents implementation measures including potential scenarios for waste-water treatment, utilization of the design guidelines, and funding sources.*

### ***A. Waste-Water Treatment Planning Process***

The shape, size, and walkability of Laytonville will be governed by which waste-water treatment option the community chooses. Currently, low-density land-use prevails in the downtown area because large portions of parcels must be set aside for septic systems and alternate leach lines, thus maintaining large distances between destinations. Infill development and increasing the density and mix of uses in the Town Center will be important for developing more sustainable land-use patterns and for the community to realize its vision.

Laytonville has several options. Like Goldilocks who sampled three bowls of porridge and three chairs to determine which one was “just right”, so too must residents of Laytonville choose which waste-water treatment option is “just right” to support the community’s vision, goals, and development needs.

Over three decades of work has been conducted through the Laytonville County Water District, LAMAC, various consultant teams, and multiple citizen-based waste-water treatment committees to begin to address these needs. A November 2001 study conducted by Oscar Larson and Associates for the LAMAC recommended a combination pond/storage/wetland treatment system, and a combination Ten Mile Creek/Irrigation disposal system.

A public entity will be necessary to manage the waste-water treatment system within the boundaries of the Laytonville County Water District. Two options exist: 1) expand the Laytonville County Water District’s powers to include sewer, or 2) form a new district such as a septic management district, sewer district or Community Services District. Potential treatment systems

and management options are discussed below.

### 1. Papa Bear

A centralized waste-water treatment (sewer) facility would be the most expensive and growth-supporting option for Laytonville. Sewer would allow for greater densities, amenities and business expansion in the Town Center, multi-family housing opportunities, a public restroom, and infill development within the district boundaries. During this planning process, residents expressed concern that a central sewer system may allow for a level of growth that is not consistent with the small-town, rural character of Laytonville. Since the majority of centralized systems rely on surface discharge, there are also community concerns about the impact of effluent on Ten Mile Creek, however, this can be mitigated through tertiary treatment.

### 2. Mama Bear

Decentralized waste-water treatment facilities offer an incremental approach to development by providing increased treatment options for a cluster of homes or a commercial cluster. They offer cost-effective, aesthetic solutions for water treatment because central-

ized underground infrastructure is not required. Such management systems would allow for more compact development in the Town Center for specific neighborhoods or clusters of buildings. A variety of decentralized treatment options can be utilized.

- a) Constructed Wetland systems provide a simple, low-maintenance alternative to conventional treatment systems. They can be integrated into a complete system including pre-treatment, disinfection, and re-use. Compared to other decentralized methods, they reduce sludge production and energy consumption. Constructed wetlands have been effectively integrated into waste water treatment systems in many locations including Arcata, CA and Berea, KY.
- b) Forest Evapo-transpiration Systems are a secondary treatment component of a complete waste water system. Pre-treated wastewater is passed through pipes into the trees' rootzones. Redwood trees are known to be particularly effective at pumping water from the ground; studies suggest that a mature Redwood tree can utilize up to 500 gallons/day. Additional benefits resulting from forest growth are carbon seques-

tration and the production of valuable lumber. Water-consuming grasses, including Reed Canary Grass, may also be appropriate to facilitate evapo-transpiration. Such systems have been effectively used in Massachusetts, Vermont, and California.

- c) Clustered Septic systems are an alternative to individual septic systems. They usually involve individual septic tanks that are gravity-fed or pumped to a shared leach line. In a neighborhood, the shared leach line provides an opportunity for a community park and open space. This type of system requires a septic management district to maintain tanks and leach lines. The use of these systems is widespread in the United States.

### 3. Baby Bear

Whether Laytonville chooses to stay with individual septic systems, or a to create a septic management district for purposes of managing individual systems, growth and development opportunities will remain limited. Vacant lots will be required for waste water treatment in the Town Center, pushing desired com-

munity amenities and facilities into other areas of the community. While individual septic remains the “default” for property-owners, serious consideration should be given to the long-term implications of this choice. This management option is not consistent with the community’s vision as outlined in previous chapters.

It is recommended that the Laytonville County Water District, LAMAC, County of Mendocino, and interested developers work collaboratively to address wastewater treatment needs in Laytonville.

## *B. Purpose of Design Guidelines*

The Design Guidelines in Chapter 7 provide guidance for design and construction of the built environment within Laytonville’s Town Center. The purpose of the guidelines is to help achieve the community’s vision for a safer, pedestrian-oriented Town Center that achieves a distinctive identity.

These guidelines are developed for use by the LAMAC as a framework for evaluating projects within the Town

Center for consistency with desired community form. The Mendocino County Department of Planning and Building Services (DPBS) currently refers all zoning changes within the LAMAC boundaries to the LAMAC for review and comment. Similarly, all applications for building permits should be referred by DPBS to the LAMAC for review under these guidelines.

### *C. Potential Funding Sources and Economic Development Opportunities*

#### **1. Low-cost Implementation Measures**

Perhaps the most sensible and timely improvements to the Town Center can be made by local residents, business-owners, students, and artists. Laytonville has a strong tradition of public artwork, including mosaic benches, tiles, and kiosks built by high school students. Community members are encouraged to keep these traditions alive. Local grant sources that may aid in these efforts include:

##### *a) Arts for the Future Grant (AF)*

This grant program is offered through the Community Foundation of Mendocino County and is designed to establish mutually beneficial,

long-standing relationships between successful arts organizations, artists, and/or artist cooperatives and the businesses and/or non-arts organizations in the communities in which they reside. They hope to inspire innovative programming that enriches the quality of the arts in the County and increases the earned income of local artists/arts organizations and their community partners.

##### *b) Community Enrichment Grant (CE)*

This grant is offered through the Community Foundation of Mendocino County and is available to any non-profit organization that is based in Mendocino County; or any organization with a project that has specific benefit to Mendocino County residents. This program has previously funded equipment purchase and the Laytonville Community Garden in previous grant cycles. Up to \$5,000 is allowed per project.

##### *c) Local Fundraising Campaigns (local)*

Historically, local fundraising campaigns have been very effective at supporting community organizations, projects, and individuals in need

in Laytonville. While care should be taken to not place too-heavy a reliance on donations from local businesses, soliciting donations from landowners offers promise. The potential for fundraising events such as bake-sales, barbeques, and entertainment events should continue to be explored.

## 2. Major Funding Sources

As an unincorporated community, Laytonville must partner with a fiscal sponsor and/or public agency to be eligible for most funds. There are multiple funding sources available through Mendocino County and the Mendocino Council of Governments through which Laytonville could benefit. Some of these funding sources are controlled directly by MCOG – State Transportation Improvement Program (STIP) and Transportation Enhancement (TE) program, while most remaining programs are awarded and then administered by either State or Federal agencies.

In addition to public sources, private foundations also offer funding for facilities desired by the community. The following is a list of public and private funding sources:

### a) *Local Transportation Fund (LTF)*

LTF funds are administered by MCOG for regional transportation planning, public transit, bicycle and pedestrian projects. Funds are derived from ¼ cent of the statewide sales tax.

### b) *State Transportation Improvement Program (STIP)*

STIP provides funding on a formula basis to Mendocino County. All funding from the STIP (other than a small percentage used for Planning, Programming and Monitoring (PPM) activities) must be used for capital improvement projects. Categories for potential projects include highways/street/roads, bicycle and pedestrian, transit and rail.

### c) *Transportation Enhancements (TE)*

The TE program is Federally-funded on a six-year cycle, consistent with the reauthorization of the federal transportation bill. The program develops projects that creatively and sensitively integrate surface transportation enhancements into the surrounding community. Projects must be over and above required mitigation of normal transportation projects. Projects must fall into

one of twelve categories including bicycle and pedestrian facilities, landscaping and beautification, and historic rehabilitation. Gateways are also eligible for TE funds. Regional TE funds are administered through MCOG, and State TE funds are administered through Caltrans.

*d) Community-Based Transportation Planning (CBTP) Grants*

These State Highway Funds-sourced funds are allocated through Caltrans annually to assist communities with integrated transportation and land use planning. Once funded, applicants are eligible for a second round of funds for further studies. Up to \$300,000 is allowed per project, and a 20% local match is required.

*e) Environmental Justice: Context Sensitive Planning (EJ)*

These Caltrans grant funds are available to promote community involvement in planning to improve mobility and safety while promoting economic opportunity, equity, environmental protection and affordable housing. Maximum grant amount is \$250,000, and a 10% local match is required.

*f) Bicycle Transportation Account (BTA)*

This statewide competitive program provides state funding for city and county capital projects that will improve safety and convenience for bicycle commuters. Commuter trips include trips made primarily for work, school, or shopping, and does not include trips made primarily for recreation. From 2006/07 and forward, there is expected to be \$5 million available annually in this grant program. Applicants may request no more than ¼ of the annual available total funding. A 10% local match is required. See website at [www.dot.ca.gov/hq/LocalPrograms/bta](http://www.dot.ca.gov/hq/LocalPrograms/bta).

*g) Safe Routes to School (SR2S)*

This competitive program makes grants available to local government agencies, including school districts, for construction of safer routes to school. Competitive applications will enlist the assistance of other participants including school boards, school districts, elected officials, community groups, students, and other agencies.

*h) Highway Safety Improvement Program (HSIP)*

This Federally-funded and State-administered program provides funds for safety improvements on any public road, any public surface transportation facility, any publicly-owned bicycle or pedestrian pathway or trail, and for any traffic calming measure. These funds serve to eliminate or reduce the number and severity of traffic accidents at locations selected for improvement. Projects are eligible based on calculated Safety Index. With County sponsorship, Laytonville could be eligible for these funds. See website at <http://www.dot.ca.gov/hq/LocalPrograms/hsip.htm>

*i) Sustainable Communities Grant and Loan Program (SCGL)*

The California Pollution Control Financing Authority has implemented the Sustainable Communities Grant and Loan Program to assist cities and counties to develop and implement sustainable development growth policies, programs and projects. It is unknown whether this grant program will extend beyond the 2007 cycle. See website at [www.treasurer.ca.gov/CP-CFA](http://www.treasurer.ca.gov/CP-CFA) for more information.

*j) USDA-Rural Business Enterprise Grants*

*(RBEG)*

These grants are available to cities and non-profits. The primary criterion is the creation of jobs and economic development, with an emphasis on small businesses. They can be used for training, technical assistance, capital expenditures, parking, façade improvements and other uses. They typically range from \$100,000 to \$200,000. See website at [www.rurdev.usda.gov/rbs/busp/rbeg.htm](http://www.rurdev.usda.gov/rbs/busp/rbeg.htm).

*k) Community Development Block Grants (CDBG)*

CDBG monies are available for unincorporated rural communities through state-allocated CDBG funds accessible through County Government. Eligible activities include:

- construction or reconstruction of streets, water and sewer facilities, neighborhood centers, recreation facilities, and other public works;
- demolition;
- rehabilitation of public and private buildings;
- public services; and
- planning activities.

*l) Energy Partnership Program (EPP)*

The California Energy Commission offers energy audits and low-interest financing to public schools, special districts, public and non-profit hospitals, and public care institutions to help reduce energy consumption and install renewable energy systems. Loans totaling \$3 million are available to public institutions at a 3.95% interest rate. The CEC provide the following free assistance:

- Conducting energy audits and preparing feasibility studies
- Reviewing existing proposals and designs
- Developing equipment performance specifications
- Reviewing equipment bid specifications
- Assisting with contractor selection
- Assisting with commissioning

Applications can be downloaded at:

[www.energy.ca.gov/efficiency/partnership/index.html](http://www.energy.ca.gov/efficiency/partnership/index.html)

*m) Tony Hawk Foundation (Hawk)*

This foundation's goal is to promote high-

quality public skate parks in low-income areas throughout the United States. A maximum \$25,000 may be requested. Applications may be downloaded at:

[http://www.tonyhawkfoundation.org/grant\\_application.asp](http://www.tonyhawkfoundation.org/grant_application.asp)

*n) Prop 1C Funding (1C)*

Proposition 1C was passed by the voters in November 2006. Among the housing grant and loan programs to be initiated in 2008 are the Housing on School sites program that provides affordable housing for teachers and school employees, and the Infill Incentive Grant program that provides funding for public infrastructure (sewer, water, parks, site cleanup) to facilitate infill housing development. Notice of Funding Availability (NOFA) will be available in January 2008. See website at <http://www.hcd.ca.gov/>.

*o) Proposition 42 Funds*

The passage of Proposition 42 in 2002 created a new source of funding (from the sales tax on gasoline) for improvements to streets and roads. The funds will be distributed on a formula basis to counties and cities beginning in July 2008.



*p) Regional Surface Transportation Program (RSTP)*

These are federal funds which are exchanged for State funds (for easier administration). The state distributes these funds on a formula basis directly to counties and regional transportation planning agencies. MCOG distributes its regional share to the County and cities on a formula basis, and retains a share for regional projects. These funds may be used for streets and roads, bikes and pedestrians and related capital projects.

*q) Proposition 1B Transportation Bond*

A total of \$2 billion was approved by California voters in November 2006, for local street and roads capital projects. These funds will be distributed from the state to counties and cities on a formula basis beginning in FY 2007/08.

*r) Recreational Trails Program (RT)*

The RT program provides funding for trails through the California State Parks system. See web site for more details: [http://www.parks.ca.gov/default.asp?page\\_id=24324](http://www.parks.ca.gov/default.asp?page_id=24324)

PROJECT	PHASE	ELIGIBLE ENTITY	POTENTIAL FUNDING SOURCES																		
			AF	CE	local	LTF	STIP	TE	CBTP	SR2S	HSIP	CDBG	EPP	Hawk	private	Prop 1C	Prop 42	RSTP	BTA	RT	RBEG
<b>NON-MOTORIZED TRANSPORTATION PROJECTS</b>																					
Branscomb Trail	I	County/LUSD					x														
Pedestrian-Scale Lighting on 101	I & II	County			x				x												x
Coyote Trail	II	community				x						x									
Pedestrian Refuge Islands	II	LAMAC			x			x	x				x								
Ten Mile Creek Regional Trail	II, III	community/County																			x
Extend Sidewalks & Trees along 101	II	County						x	x				x								x
Improve School Xings on Ramsey Ave.	II	County/LUSD			x	x		x					x								x
<b>ROADWAY IMPROVEMENTS</b>																					
Reduce Posted Speed Limits on 101	II	LAMAC			x																
Colorized Shoulder on 101	II	LAMAC			x																
"T" off Harmon Dr. at 101	II	County					x	x													x
Expand Bus Service	II	MCOG/MTA			x	x		x													
<b>COMMUNITY ENHANCEMENTS</b>																					
Incorporate Art & Murals in Downtown	ongoing	community	x		x																
Improve Signage	ongoing	community/County																			
Landscaping	ongoing	community			x				x												
Adopt Design Guidelines (no cost)	I	LAMAC																			
Gateways	II	LAMAC/County	x		x				x												
Build Skatepark	II	community			x	x								x							
Town Square w/ restrooms	III	Community				x			x												x
Build Housing in Town Center	III	LUSD/LAMAC																			x
Build Waste-Water Treatment Facility	III	Water District/LAMAC																			x
<b>POLICIES &amp; PROGRAMS</b>																					
Energy-efficiency retrofits/solar PV	ongoing	community																			x
Revive Long Valley Chamber of Commerce	II	community			x																
Adopt Adaptive Reuse Policy (no cost)	II	LAMAC/County																			
Adopt Green Building Policy (no cost)	II	LAMAC/County																			
<b>STUDIES</b>																					
Traffic Study on Ped Refuge Islands	II	LAMAC																			
Speed Zone Study	II	LAMAC																			

Outline of the major projects recommended in this report and summarizes phasing, lead agency/entity and potential funding sources to further implementation.