How Shall We Grow?

Community Vision: Happy Valley & Cottonwood

South Shasta County, CA

A Report to the
South Shasta Healthy Eating,
Active Communities Collaborative

July, 2009

Prepared by
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How Shall we Grow?

Community Visioning Project: Happy Valley and Cottonwood

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Introduction

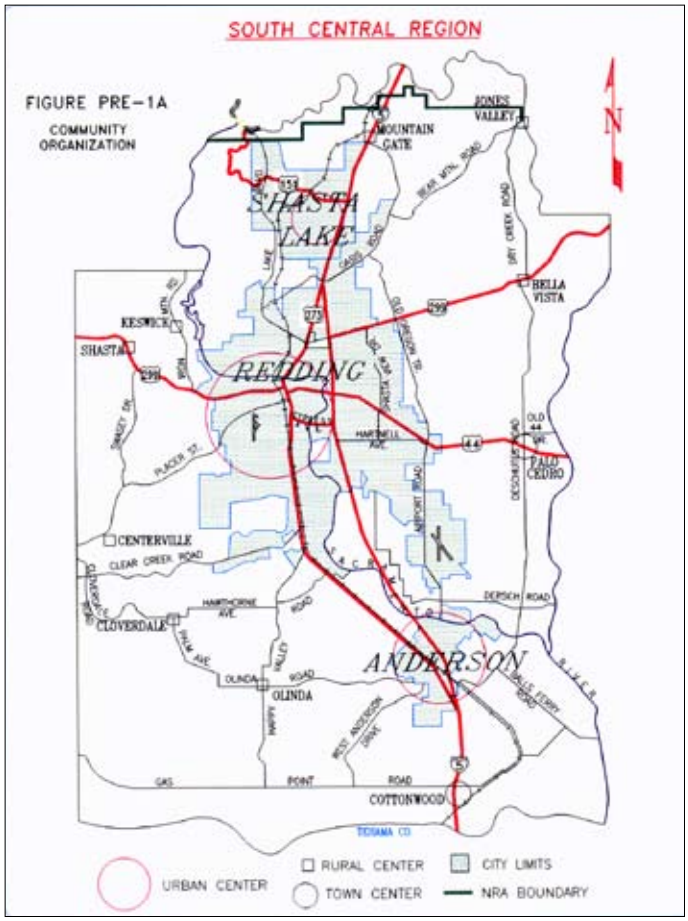
Project Purpose

This report summarizes the results of a community visioning process for the communities of Happy Valley and Cottonwood. A series of workshops and meetings were held beginning January, 2008 to help each of the communities produce a vision for future growth to help guide planning efforts in Shasta County. In the Fall of 2008, the South Shasta Healthy Eating, Active Communities (HEAC) Collaborative retained the Local Government Commission (LGC) to assist with the process and produce this report. The LGC is a Sacramento-based nonprofit membership organization of local elected leaders and staff that helps cities and counties create livable communities.

The Healthy Eating, Active Communities Collaborative is part of a statewide initiative of the California Endowment seeking to make environmental and policy changes that promote active living and good nutrition. The South Shasta HEAC Collaborative consists of three funded partners: Shasta County Public Health, Anderson Partnership for Healthy Children and the South County Consortium of Schools. In addition the Cottonwood Park Board was contracted to oversee the visioning process in Cottonwood. One aspect of the collaborative's work has been to educate the public about the impact of the built environment on health and encourage resident advocacy for long-range planning and policies that encourage the development of healthy livable communities.

Project Area

Happy Valley and Cottonwood are unincorporated communities in the area defined by the Shasta County General Plan as the South Central Urban Region (SCR) of Shasta County. Happy Valley lies about eight miles southwest of Redding and six miles west of Anderson. Canyon Road and Happy Valley Road provide primary access to the area from the north. Happy Valley Road provides access from the south, and Olinda Road from the east. Cottonwood is located along the I-5 corridor and straddles the Shasta/Tehama County line, four miles south of Anderson and fifteen miles south of Redding.



Shasta County

The most intensive development in Shasta County is concentrated in the Sacramento River Valley along the regional

transportation corridor provided by Interstate 5, Highway 273, and the Union Pacific Railroad. This corridor is characterized by residential and commercial development at urban densities. Within 5-8 miles to the east and west of this corridor, the development pattern is characterized by rural communities served by small community water systems and (and in some cases, sewer districts). On either side of the Sacramento River Valley, development in the mountain areas takes the form of agriculture, grazing, and timber operations, with small rural community centers and individual homesites dispersed throughout.

Approximately 5,000 people reside in Happy Valley. Open space predominates the landscape, with dispersed, single-family housing development on large rural lots, small family farms, a few apartments and mobile homes. The area has small markets and food establishments, a health center, a community center, churches, a preschool, primary and an elementary school. Happy Valley high school students attend West Valley High School Equestrian activities remain prevalent with horse ranchettes, formal and informal bridal trails. A group of over forty farmers and ranchers comprise the Happy Farm Trail, growing a variety of produce for sale to the public. Supporting the agricultural community, Clear Creek Community Services District supplies both agricultural and residential water to some Happy Valley residents. Wells are a water supply source for some residents.

About 9,200 people live in Cottonwood. Originating as a stagecoach town in the mid nineteenth century for travelers, it emerged as a shipping hub for cattle, lumber and other agricultural products from the fertile lands along the Sacramento River and Cottonwood Creek after Southern Pacific Railroad Company built a rail line to the north. It still contains the Shasta Livestock Auction Yard, which is the largest auction yard west of the Rockies. The town's historic core of two blocks remains intact with circa late 1800s "Old West" style architecture on Front Street.

Cottonwood has one junior high school, two elementary schools, a community library and a community center and park. West Valley High School is located at the western-most point of Cottonwood, with students from Cottonwood, Happy Valley and other surrounding rural communities. A variety of food establishments, shops, and other commercial and public services line Front and Main Streets, on the east side of I-5 and Gas Point Road on the west side of I-5. Single-family home neighborhoods and apartments are located on both sides of the freeway and transition to lower density rural properties away from the Town core area.

Opportunity and Challenges

The Town of Cottonwood is situated along the Interstate 5 transportation corridor, which also serves Anderson and Redding. The freeway location also suggests possibilities to intensify the commercial core as a local employment and retail trade center. In addition, relatively affordable land and the area's small town lifestyle and pastoral surroundings has generated interest in retiree-oriented planned communities. As a result, a number of large-scale residential developments are planned or are being built near the town in Shasta and Tehama counties.

In Happy Valley the natural, as opposed to the man-made environment, is the dominant theme in Rural Community Centers and physical access to the natural environment for living and recreational purposes is an important element of daily life. The surrounding natural environment also provides the resource base for agriculture.

Much of Happy Valley is served by a community water system. This permits development at higher residential densities than would otherwise be possible in other Rural Community Centers since it eliminates dependence on uncertain groundwater supplies and the potential for contamination of groundwater by septic systems. In addition, the area's natural beauty and proximity to Redding and Anderson make the area attractive for individual large-lot or rural ranchette development projects, and a target for substantial new growth.

New growth and change in Cottonwood pose a challenge to maintaining a compact community with a vital town center and strong connection to nature and agriculture at the edge. Happy Valley is challenged with maintaining its rural qualities and open, natural and working landscapes against creeping suburbanization. Residents' awareness of the impacts of growth has motivated both communities to plan for the future. The County of Shasta is currently preparing a Parks, Trails and Open Space Plan and will soon begin an update of the General Plan. The Shasta Forward Regional Blueprint growth planning scenario project is still in process (shastaforward.com). Whether seeking reinvestment in historic neighborhoods or seeking to cope with the integration of new neighborhoods, the residents and stakeholders can begin crafting a shared vision for the healthy evolution of each community that can inform the general plan update process and other planning efforts in the County.

Community Visioning Process

Overview

Prior to LGC's involvement, South Shasta HEAC organized a progressive series of workshops and community engagement activities to prepare residents for the visioning process. The effort with LGC began with a community meeting, August 6, 2008, at West Valley High School to introduce ideas for future growth and to begin defining leading issues for Happy Valley and Cottonwood. An intensive multi-day visioning workshop followed September 18 – 20, 2008.

The September workshop began with a Thursday night meeting in Happy Valley and a Friday night meeting in Cottonwood. At each meeting, participants viewed a presentation for their community that showed existing physical conditions, assets and challenges, and potential solutions used in comparable communities. Paul Zykofsky of the Local Government Commission explained the principles involved in creating walkable, livable places in rural and small town settings using images to illustrate his points. Participants also identified common values and priorities for each community to address in future planning efforts.

On Saturday, Cottonwood and Happy Valley residents met at West Valley High School and viewed a presentation on strategies and techniques to address problems identified in the Thursday and Friday night meetings. Participants then worked in groups at map stations to develop ideas for improvements and future growth. Subsequent meetings were conducted in October for additional community input and included over 200 students from Anderson and West Valley High Schools as well as community groups.

In the weeks that followed, LGC translated the input from the meetings and workshop into recommendations, and presented them at a follow-up community meeting on Thursday night, December 4, at West Valley High School. Refinements were made based on comments and visions prepared for each community.

In total, approximately 332 residents, stakeholders and elected leaders participated in the process.

Documentation of participant responses for each community from the September visioning workshop and October meetings are included on the pages immediately following. The resulting vision for each community is presented in the next chapter.

Happy Valley Values and Priorities

Happy Valley Values
(Thursday Evening, September 18, 2008)

- People, Neighbors, Community
- Rural, Country Living
- Open Space, Views, Natural Beauty
- Farming and Livestock
- Peace and Quiet
- Water Access & Availability

Happy Valley Priorities
(Thursday Evening, September 18, 2008)

- Trails & Connectivity
- Parks/Places for Kids & Families to Gather
- Bike Lanes
- No Urban Apartments, Country Living
- No Large Subdivisions
- Retail, Places for Adults, Services (Landscaped & Shaded)
- Safe routes to School (Connectivity)
- Sheriff Substation (Safety Response Time for Fire, Medical & Sheriff)
- Reduced Traffic Speeds (Roundabouts)
- Preserving Ag Land, Water & Open Space
- 2.5 Acre Minimum Lot Sizes

Additional Issues Identified By Happy Valley Community Members
(October 2008)

- Possible Second Community Gathering Place Near Primary School
- Consider Additional Ways Out of Happy Valley to Highway 273
- Street Lights and Parking Lot Lights should be Solar
- Establish System to Prioritize Projects
- Open Air Farmers Market
- Horse Trails

From the top: (1) Participants write down and (2) voice their visions for Happy Valley, (3)grouping like values together on the wall, (4) residents identify priorities for the community vision.

From the top: (1) Participants view presentation, (2 and 3) grouping like values together on the wall, (4) residents identify priorities for the community vision.

Cottonwood Values and Priorities

Cottonwood Values
(Friday Evening, September 19, 2008)

- Friendly, People, Family
- Small Town, Rural
- Pedestrian & Traffic Safety
- Crime & Fire Protection/Prevention
- Ag Land, Nature
- Clean Air
- Water Access & Availability

Cottonwood Priorities
(Friday Evening, September 19, 2008)

- Trees, Landscaping, Lighting (Rhonda Rd., N. Main St. & Parking Lots)
- Make Rhonda Road More Walkable with Traffic Calming
- Pedestrian/Bicycle Access at Cottonwood Creek
- Pedestrian & Bicycle Trails & Connectivity (including new residential development off Rhonda Rd.)
- Less Sprawl (growth should focus in N. Main St. area)
- Sidewalks (Front St. north to I-5 entrance)
- Additional Fire Station & Staff
- Continue & Preserve the Old West Theme
- Preserve Ag Land, Water and Open Space

Additional Issues Identified By Cottonwood Community Members
(October 2008)

- Safe Routes to School
- Safety Response Time for Fire, Medical & Sheriff
- Expand Existing Park
- Create Additional Parks
- Horse Trails

Comments From High School Students
(for both Happy Valley and Cottonwood)

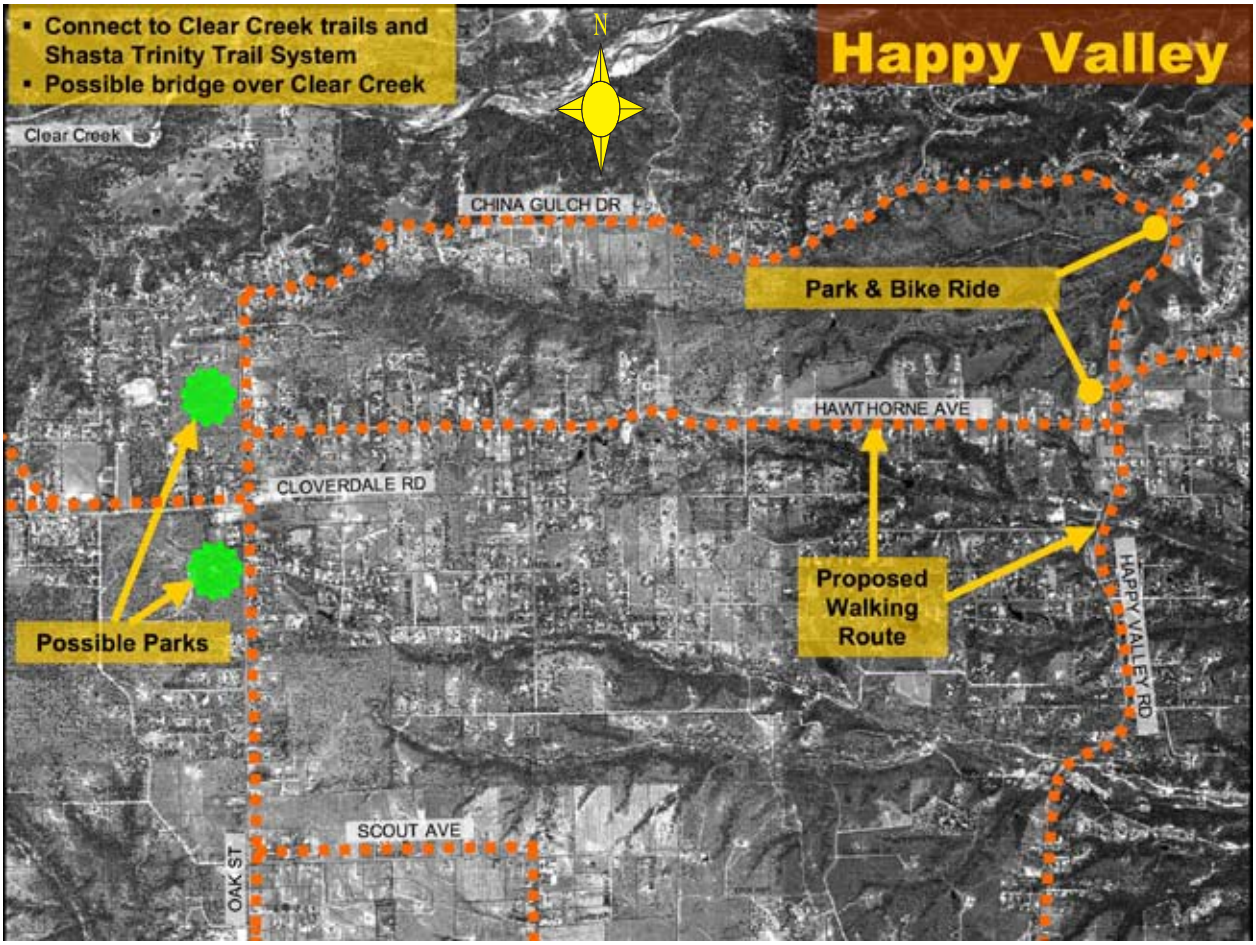
The project planning team spoke with over 200 youth from Anderson and West Valley High Schools. The youth agreed with all of the items listed from the Happy Valley and Cottonwood workshops and they had additional items that they wanted to be sure were identified. The additional items below were discussed as equally important to both Cottonwood and Happy Valley.

- Preserve Some Areas of Land Specifically for Off Road Vehicle Use
- Need for Additional Places to go for Recreation & Retail (see list below)
- Build Neighborhoods Within the Boundaries of the Natural Environment with Native Trees and Plants (do not cut down trees to build, build around the trees)
- Street Lights should Only be in Parking Lots, Retail Areas, Bus Stops and Only on Corners to identify Street Signs in the Residential Areas (no lights shining in or on homes)
- Identify a Minimum of Two Additional Community Gathering Places in Each Community for Closer Access to All Amenities

Suggested Recreation and Retail Additions

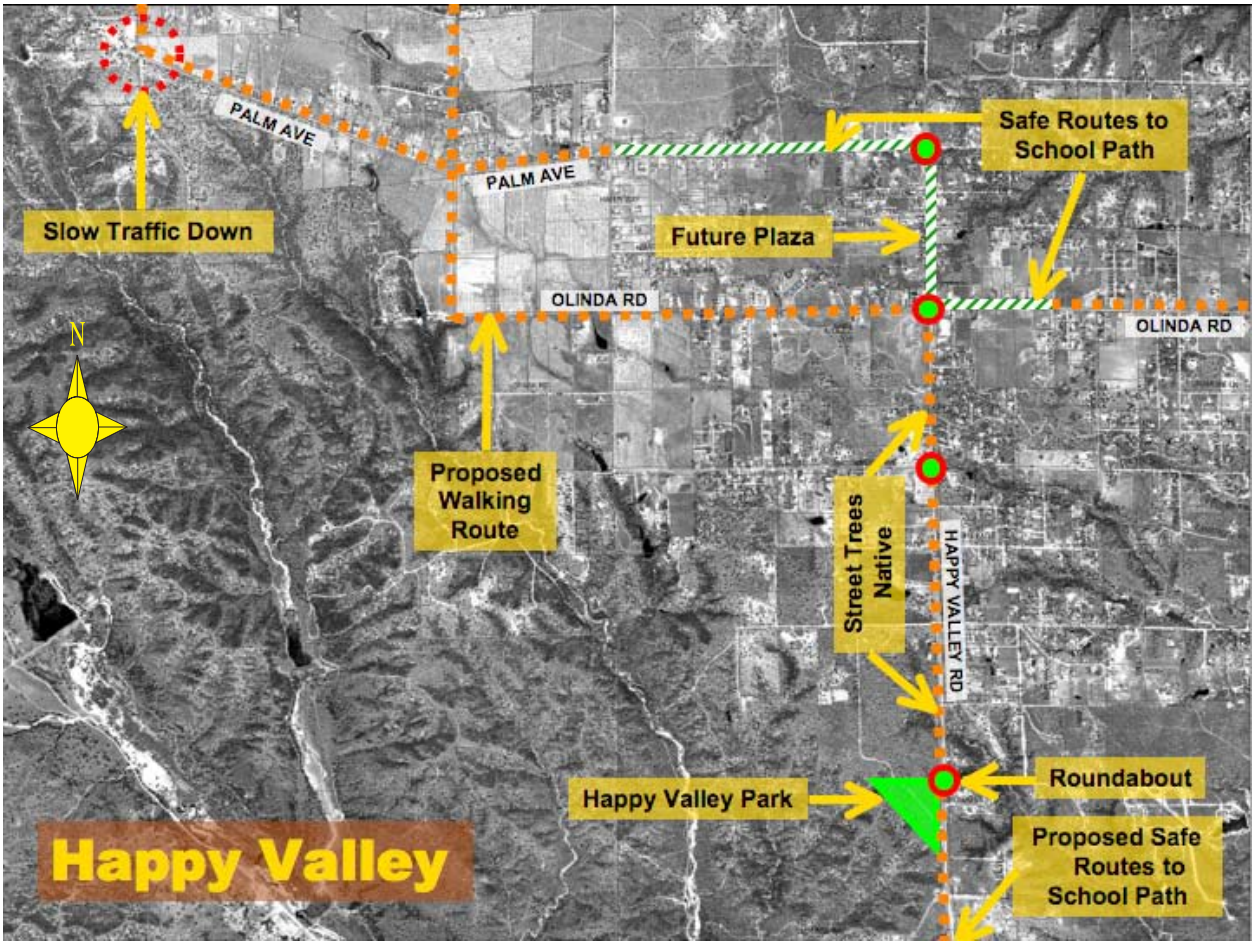
- Arcades
- Music Venue
- Shopping
- Rock Climbing
- Bowling Alley
- Teen Center
- Shooting Range
- Mini Golf
- Ice Skating
- Basketball Courts
- Tennis Courts
- Food/Restaurants

Design Tables: Happy Valley



Design table ideas for northern half of Happy Valley from the Saturday workshop, September 20, 2008.

Design Tables: Happy Valley

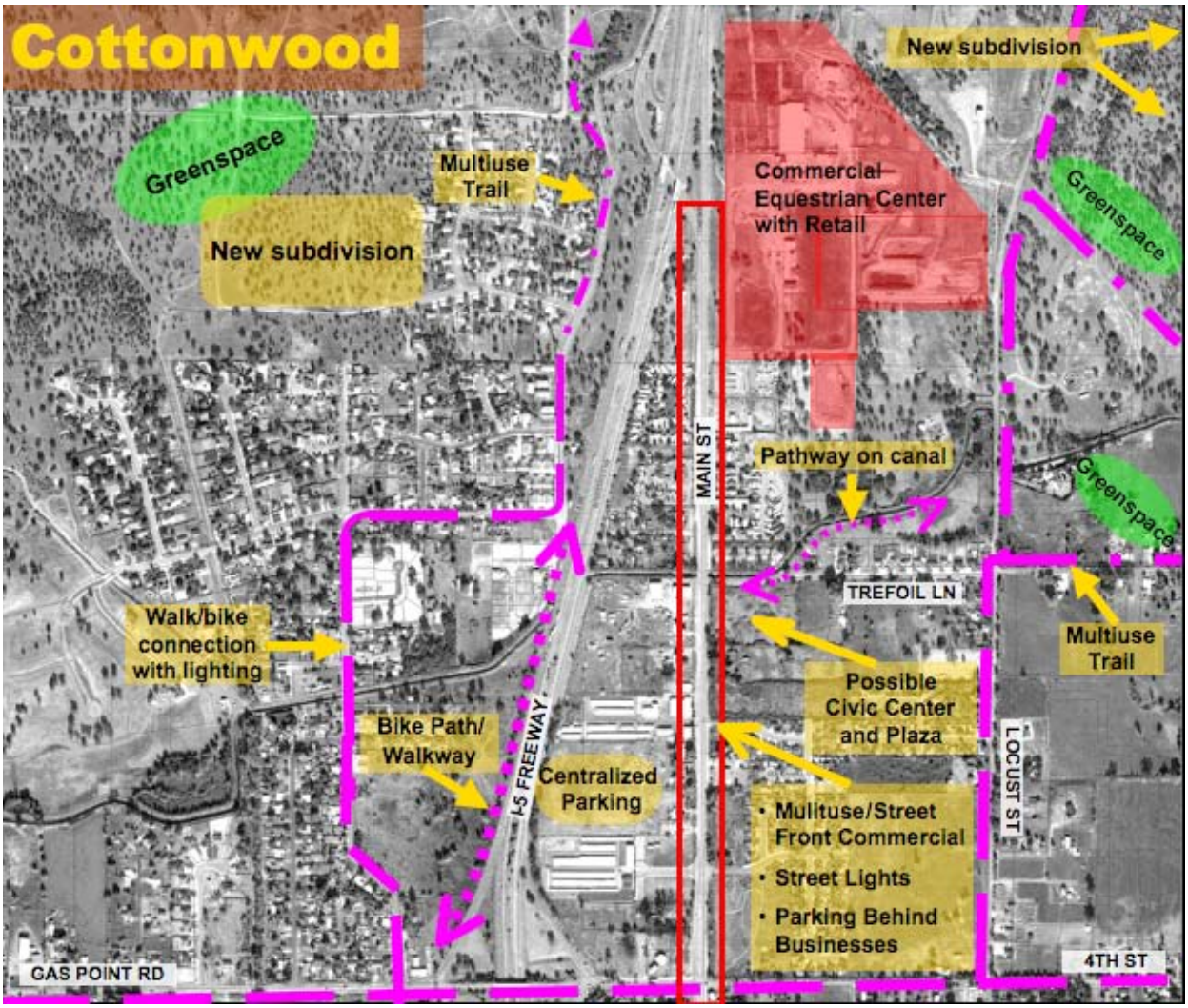


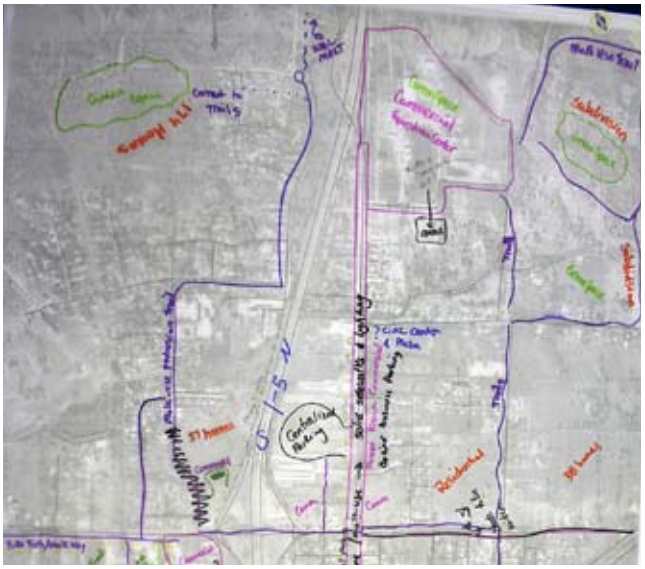
Design table ideas for southern half of Happy Valley from the Saturday workshop, September 20, 2008.

Happy Valley - Other Community Recommendations

- Create central community area on Happy Valley Road starting between Palm and Olinda, and leading to the future Happy Valley Park.
- Consider night-sky friendly street lights and street trees along Happy Valley Road from Olinda Road to the new park.
- Provide pocket parks by the primary school and other areas for high accessibility and linkage to trails.
- Make a plaza (like the library park in Redding) between the community center and the old store.
- Create a walking path with benches between the Olinda shopping center and the new park, and then eventually to the high school.
- Consider adding a park and bike ride lot on Canyon Road.

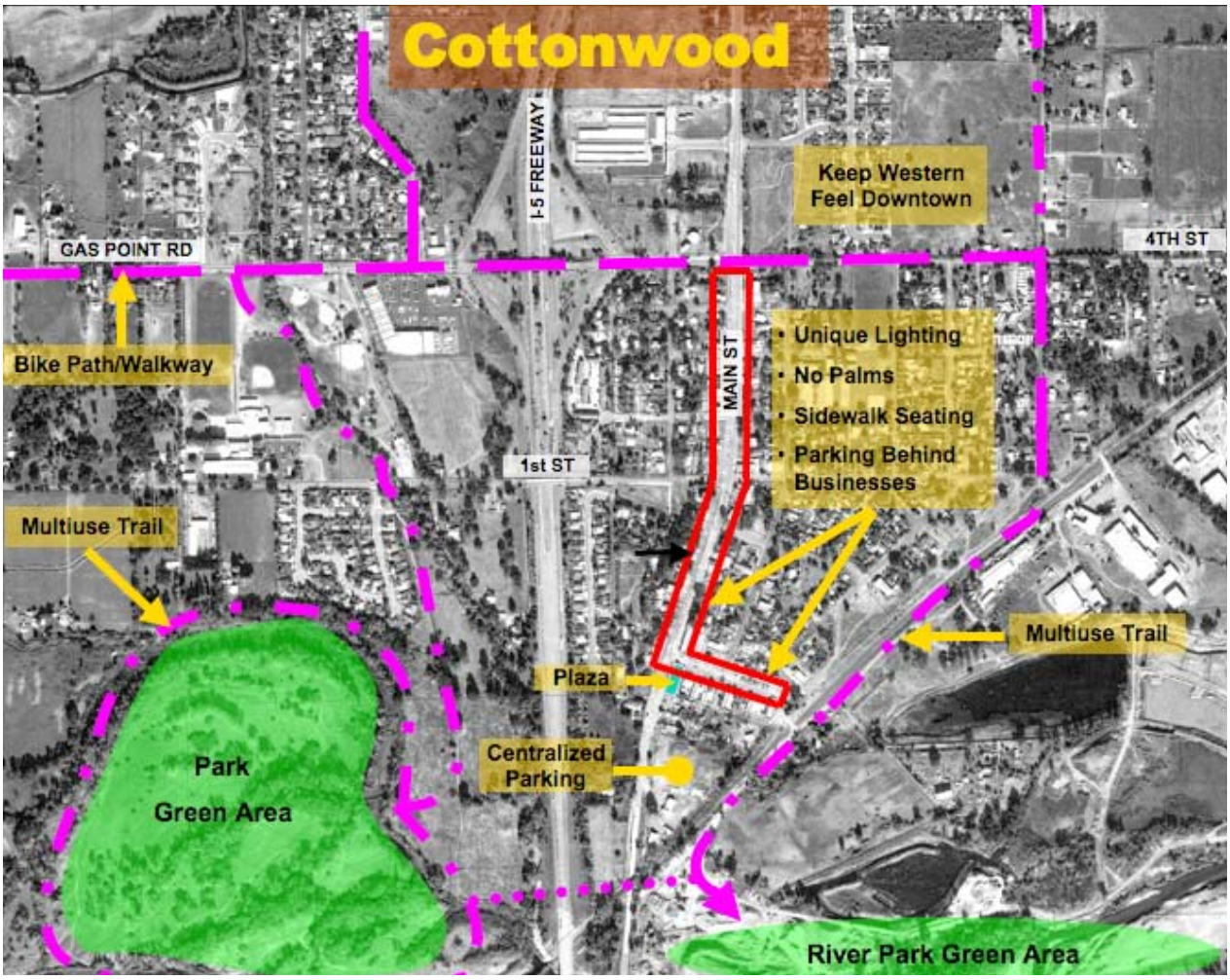
Design Tables: Cottonwood





Design table ideas for northern half of Cottonwood from the Saturday workshop, September 20, 2008.

Design Tables: Cottonwood



Design table ideas for southern half of Cottonwood from the Saturday workshop, September 20, 2008.

Cottonwood — Other Community Recommendations

- Include green spaces and multiuse trail connections in new subdivisions.
- Keep ties to ranching roots if the auction yard transitions to new commercial uses
- Maintain connection to the equestrian community.
- Keep the western theme throughout Town.
- Provide decorative lighting throughout Town.
- New buildings close to the street for pedestrian feel.
- Preserve large truck access for 4th street and I-5.
- Multiuse trails to connect to green areas and the Creek area to the south.
- Restore the gravel pit area into a park community area (like Anderson River Park).

Community Visions

Planning Objectives

The resulting vision for each community is presented in this chapter. While the physical pattern and character of development differs tremendously between the two communities, several common planning objectives emerged from the meeting and workshop process, including:

1. Maintenance of small town and rural community character..

2. Protection of farmland, open space, water and natural resources.

3. Creation of a safe and effective mobility network for all users (pedestrians, cyclists, equestrian riders and motorists).

4. Creation of gathering places for retail, entertainment, and social interaction in scale with physical and natural surroundings.

5. Provision of effective emergency response and crime protection.

How these objectives are realized differs whether applied in the context of the rural countryside of Happy Valley or the context of the more urbanized Town of Cottonwood. Accordingly, LGC has identified different guiding principles for each of the two communities to bring about the desired ends, followed by specific recommendations to help ensure that each community continues to evolve in a healthy and viable manner for present and future generations.

Happy Valley

GUIDING PRINCIPLES:

1. Develop walkway, bikeway and multiuse trail network.

2. Strengthen community centers.

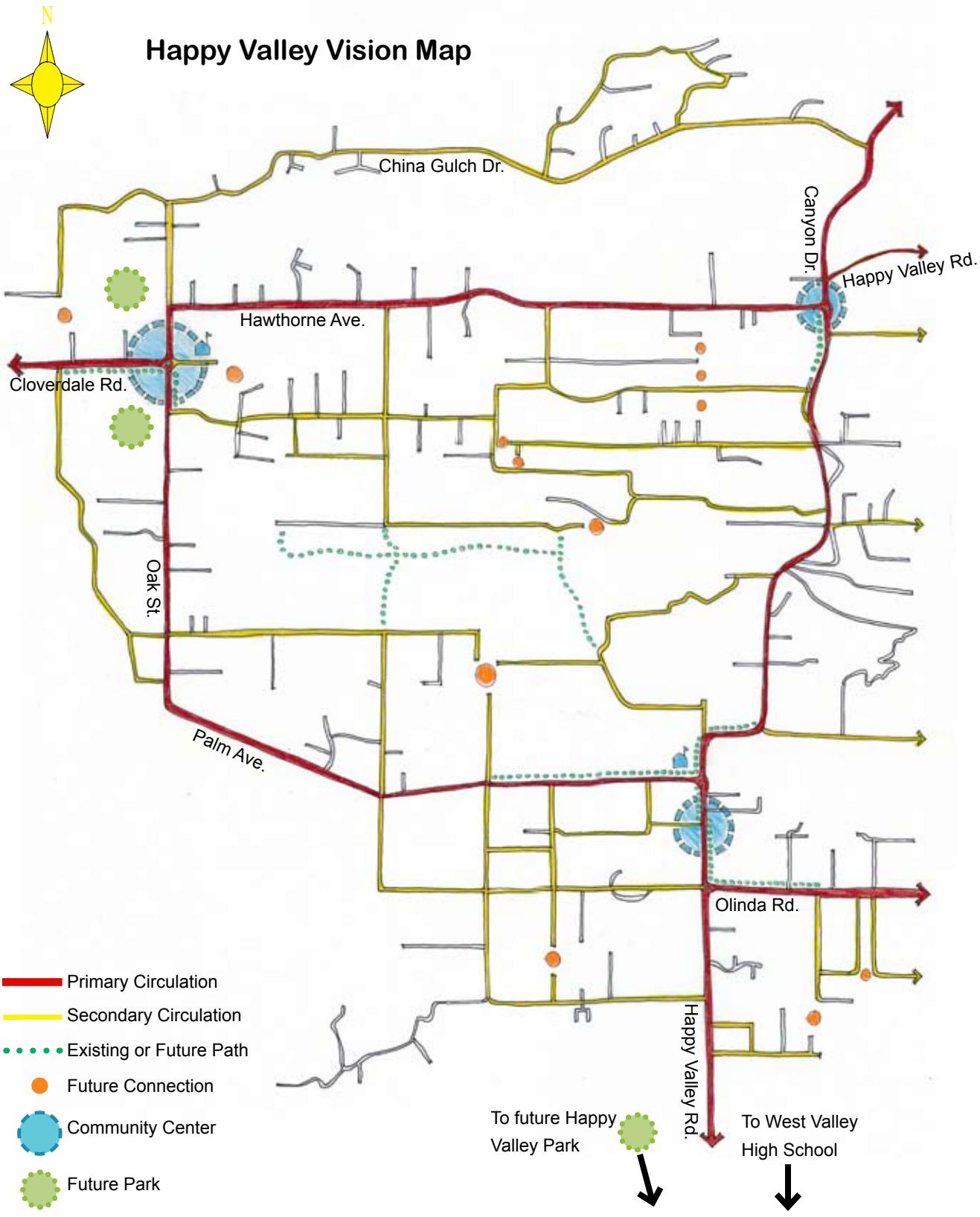
3. Retain rural land use patterns and development characteristics.

The low density development pattern and dispersion of residences in Happy Valley requires the use of motor vehicles for basic transportation. However, there are opportunities to create connections between streets and properties that can shorten and reduce the number of daily vehicle trips, improve access for emergency response, and provide safe walking and biking routes to schools, community centers and between residences. Improved walkways and bikeways will also provide more opportunity for recreation and exercise.

The Happy Valley Vision Map on the next page shows primary (labeled red) and secondary (labeled yellow) circulation routes and potential points for future road or trail connections (orange dots). Green dotted lines show how paved off-street paths could potentially complete connections between low traffic secondary routes and provide safe pedestrian and bicycle routes along sections of faster, higher traffic primary routes to schools and activity nodes.

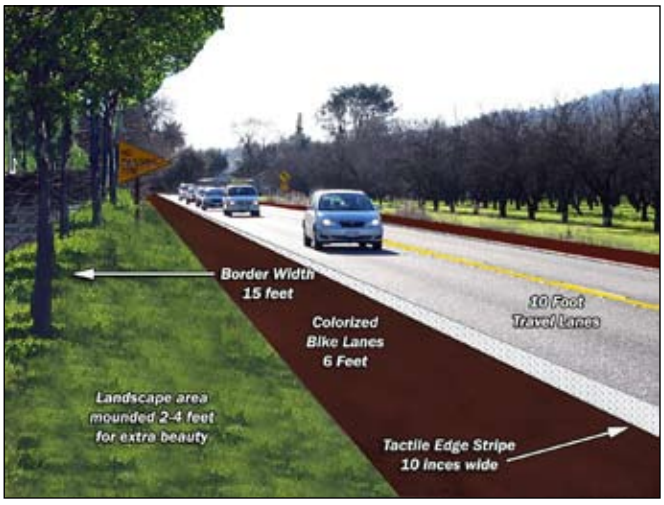
The map also shows community centers (blue circles) that serve as activity nodes because of the proximity of a school, store and/or other commercial and public or quasi-public uses. These areas present opportunities for further establishment as places for local commercial activity and community gathering spots.

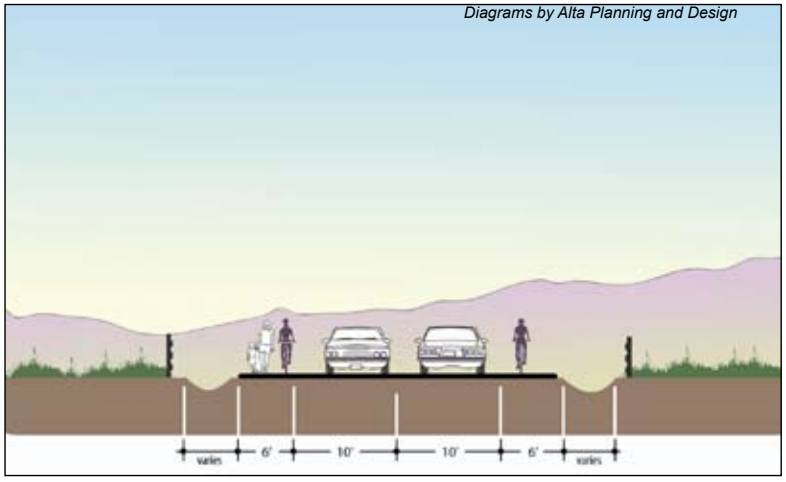
From the top: China Gulch Drive; home of future park on Happy Valley Road, south of Coyote Lane; Happy Valley Primary School; local produce available from Happy Valley Farm Trail member.

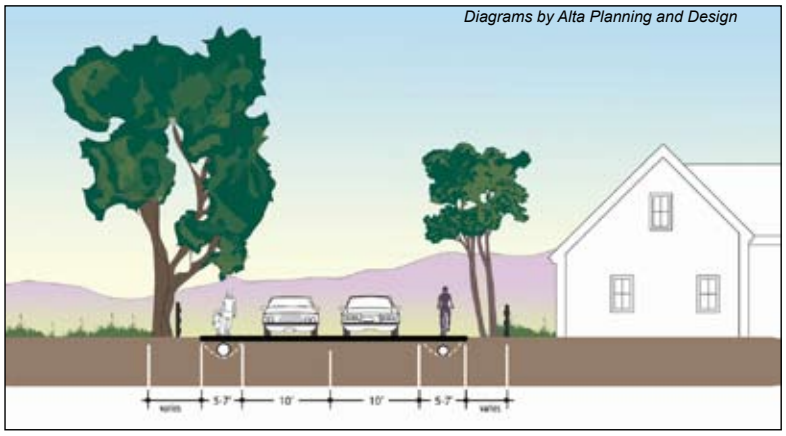

N
Happy Valley Vision Map
China Gulch Dr.
Canyon Dr.
Happy Valley Rd.
Hawthorne Ave.
Cloverdale Rd.
Oak St.
Palm Ave.
Olinda Rd.
Happy Valley Rd.
To future Happy Valley Park
To West Valley High School
Primary Circulation
Secondary Circulation
Existing or Future Path
Future Connection
Community Center
Future Park

Most of the rural roadways of Happy Valley do not include sidewalks and shoulder conditions vary considerably. Providing narrower travel lanes with improved shoulders encourages appropriate motorist speed and caution by reducing the perceived road width. On roads with constrained rights of way, improved shoulders combined with pavement treatments provide space for bicyclists and pedestrians, wide vehicles and for cars to move over to allow emergency vehicles to pass. The illustrations on the right suggest how sections of Happy Valley roads could be enhanced in a manner that preserves the areas scenic character and minimizes impacts on natural surroundings.

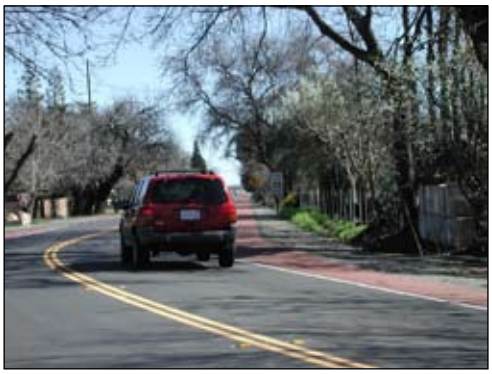
Shoulders with stamped, colorized pavement ins Capay Valley, Ca.





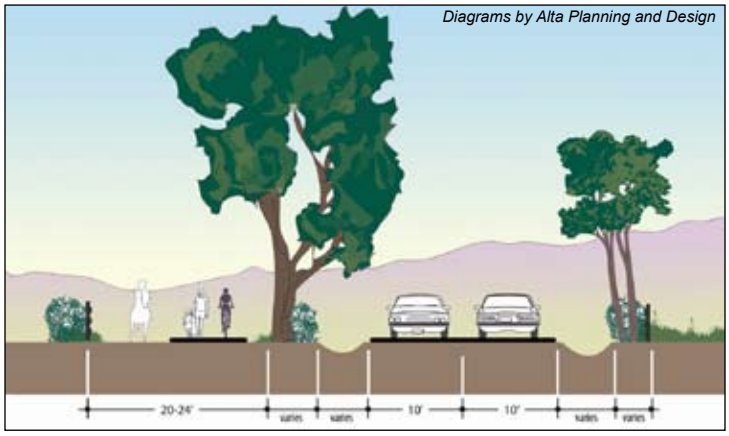


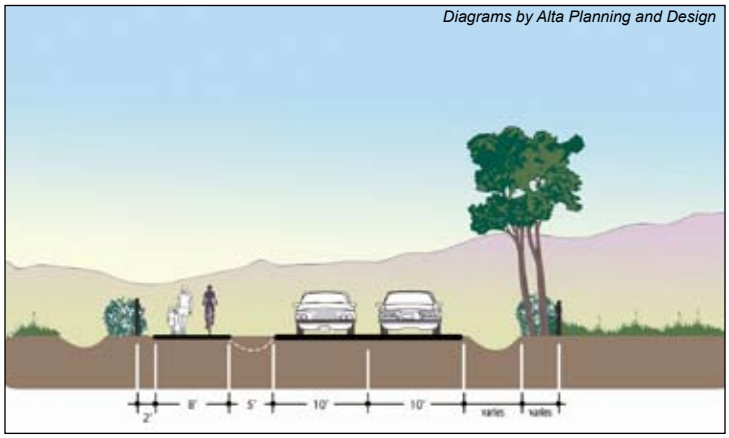
The two diagrams provide basic designs for shoulders to serve as a turnout and combined walk and bikeway. If needed, extra width for shoulders can be obtained by moving or culverting drainage ditches.



Shoulders treatments calm traffic in Capay Valley, Ca.

The two diagrams below provide basic designs for creating paved paths and trails that are separated from the roadway. Drainage can be located next to the roadway or moved to the outer edge of the path or trail.





Top two photos: separated paved paths to Happy Valley Elementary School line Palm Avenue until Monte Vista at the West, and Maybelle Way to the east. Bottom photos: the improved, unpaved Bright Path Trail lines Happy Valley Road south of Lassen Avenue, connects to the Future Happy Valley Park and ends near the high school.

Intersections near the proposed community centers for Happy Valley are wide with poorly marked pedestrian crossings,. This encourages higher traffic speeds and an unsafe environment for motorists and pedestrians. Over time, the vision for Happy Valley includes the addition of sidewalks and high visibility crosswalks to help establish the pedestrian realm at key intersections.

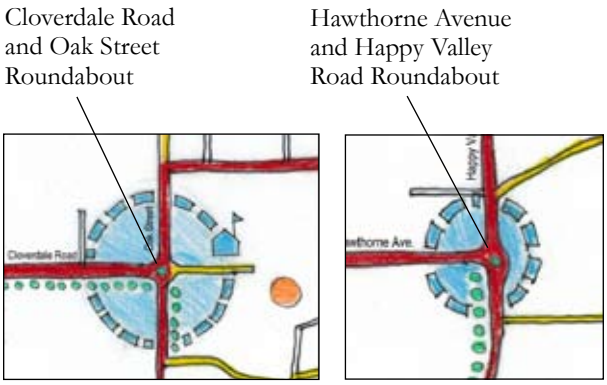
Inhospitable environment for school children and other pedestrians at the intersection of Happy Valley Road and Palm Avenue.

Addition of sidewalks and corner extensions shorten the crossing distance for pedesrians along this rural section of Highway 101 in Laytonville, Ca. High contrast pavement treatment clearly delineates the crossing zone and alerts motorists to use caution.

High visibility crosswalk in Capay, CA.

Participants in the Happy Valley design workshop identified roundabouts at a number of locations to calm traffic, improve pedestrian safety and beautify roadways. Accordingly, the vision map shows roundabouts at primary locations around community centers where there are higher volumes of vehicular traffic and turning movements.

Top: Roundabouts proposed at the intersections of Happy Valley Road and Palm Avenue and Olinda Road. Middle and bottom: Happy Valley and Olinda intersection as it exists today and plan view sketch of roundabout.

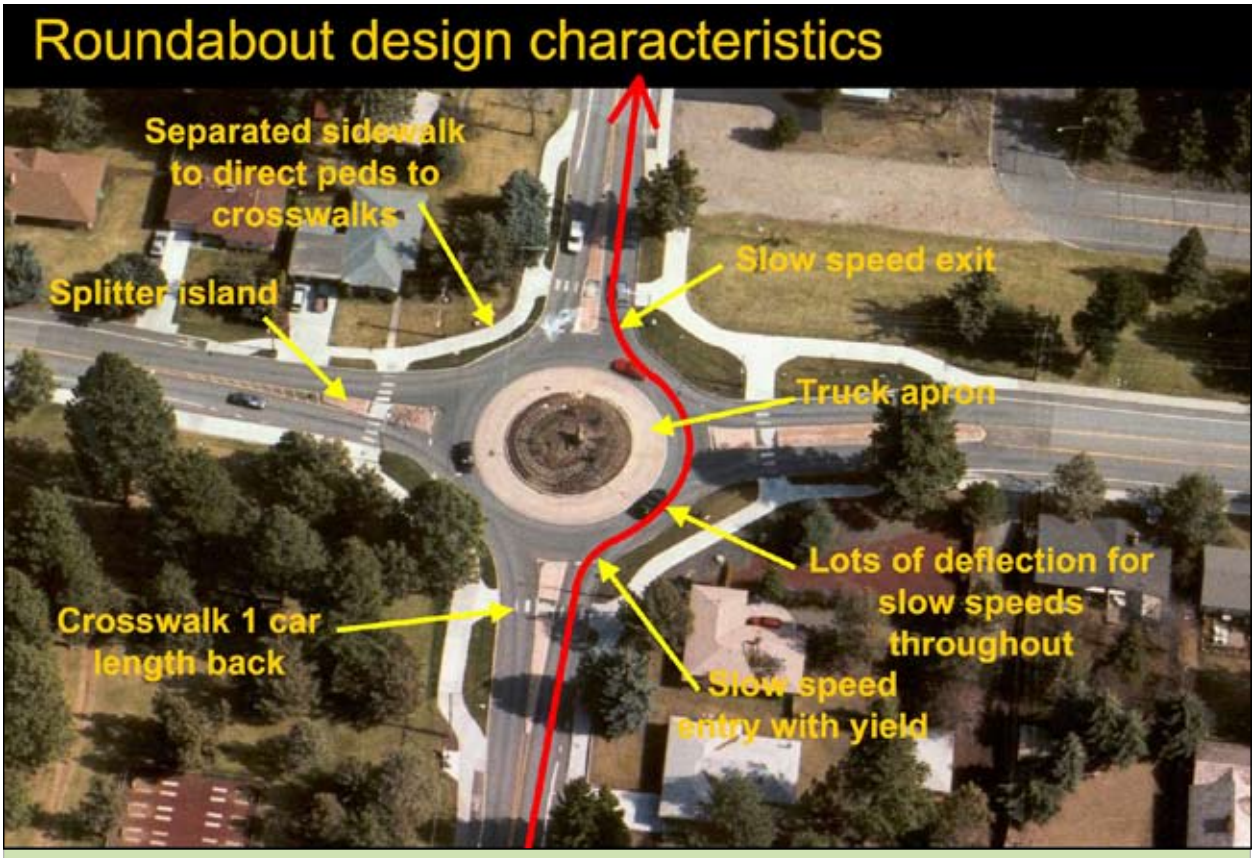


Roundabouts shown at the intersections of the other two community centers.

Before

After

Photo simulation of a roundabout installation in Esparto, a small unincorporated rural community in Yolo County, CA.



Roundabouts are still new in the U.S. and many communities express concern when they are first proposed. However, once built, residents often embrace them and recognize that they are safer, quieter and more attractive than signalized intersections. While traffic engineers often recommend roundabouts because they are more efficient than a typical stop-controlled or signalized intersection, the lower speeds and more predictable vehicular movement also make them safer for pedestrians and bicyclists. The following are some important reasons for considering roundabouts for managing traffic at both urban and rural road intersections:

- A typical 4-way intersection has 32 vehicle-to-vehicle conflicts. At a roundabout these conflicts are reduced to 8.
- Properly designed roundabouts will bring vehicle speeds down to 15-20 mph, speeds at which motorists are much more likely to yield to pedestrians and the frequency and severity of accidents are greatly diminished.
- The splitter island in a roundabout provides a refuge for pedestrians as they cross the street and simplifies the crossing by letting them focus on vehicles traveling in only one direction.
- Roundabouts also work well for bicyclists. Most bicyclists at roundabouts simply take the travel lane since vehicles are circulating at a comfortable bicycle speed. Less confident bicyclists can be provided a ramp on the approach to the roundabout so they can exit and walk their bicycle across at the crosswalk. (In areas with high bicycle use, sidewalk and crosswalk areas should be wide enough to avoid creating conflicts between bicyclists and pedestrians.)
- Roundabouts can be designed for infrequent and long or wide vehicles (such as trucks with trailers) with a mountable truck apron to allow space for wheels or equipment to pass over for turning movements.

Community Centers

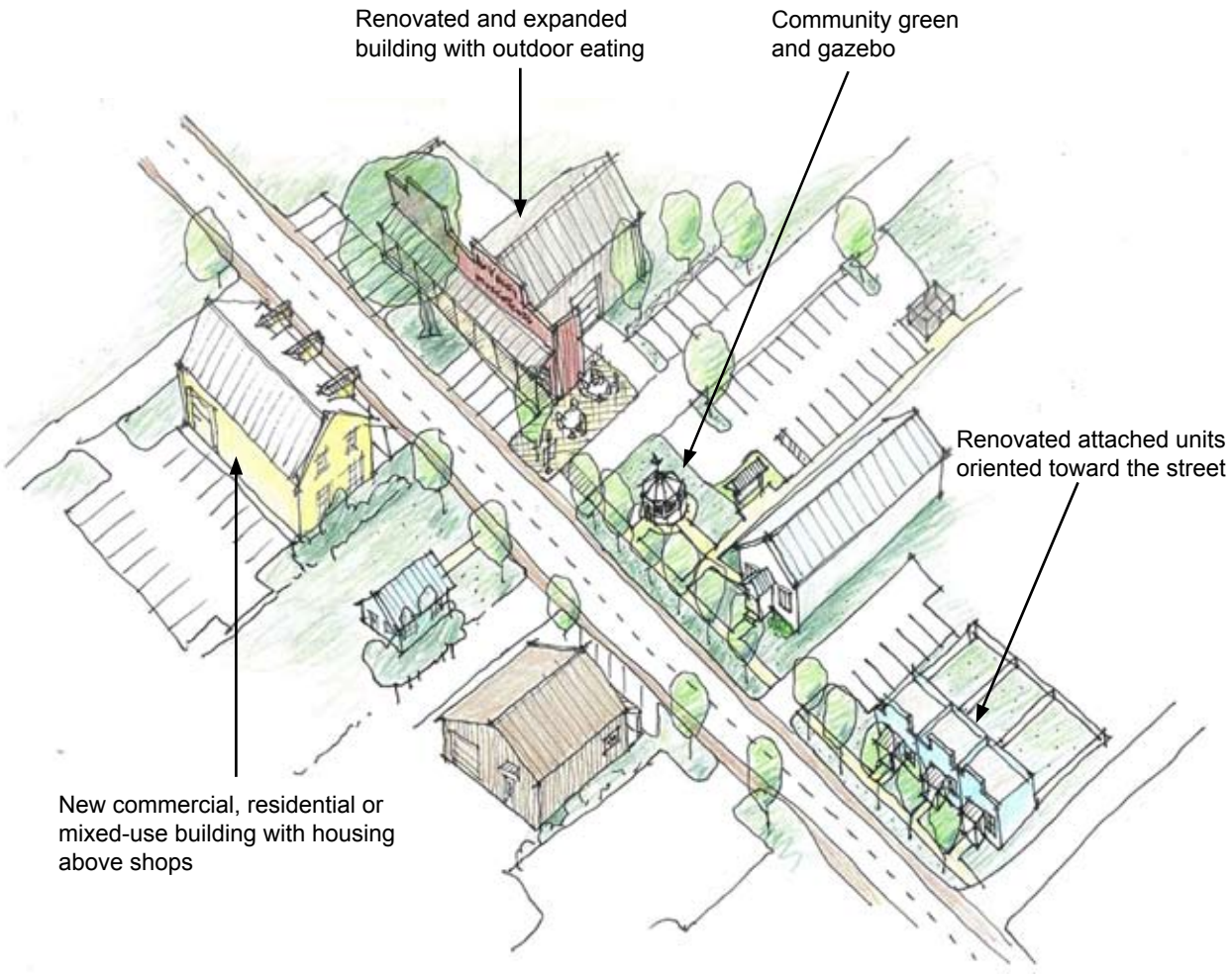
Healthy communities typically organize development around center focal points that combine commercial, civic, cultural and recreational uses, and often include highly accessible plazas, squares, greens or parks that serve as community gathering places.

The vision map identifies three areas in Happy Valley that could evolve over time into community centers. One of the centers is located on Happy Valley Road between Olinda Road and Palm Avenue. A small grocery store, several other stores and a gas station are located at the intersection of Olinda and Happy Valley roads. Happy Valley Elementary School is located at the intersection of Happy Valley Road and Palm Avenue. The Happy Valley Community Center building is located between the two intersections.

Buildings on Happy Valley Road between Olinda Road and Palm Avenue present potential opportunities for renovation and reuse.

Top: excess paved area around the existing community center building could be converted to an outdoor community space. Bottom: apartments next to the community center could eventually be renovated to provide better street frontage.

Below is sketch illustrating how the area on Happy Valley Road between Olinda Road and Palm Avenue could develop into a well-defined, compact community center. Existing buildings would be retained, renovated or upgraded to allow for small shops and places to eat. Diagonal and head-in street parking would be provided, and parking lots would be moved to the side or behind buildings. A portion of the paved parking area between the community center building and the vacant gas station and store building would be converted to an outdoor eating area and plaza or green with a gazebo for staging community events.



Vision of new community center on Happy Valley Road between Olinda Road and Palm Avenue.

Following are a series of photo simulations showing elements from a street-level perspective that would convert Happy Valley Road between Olinda Road and Palm Avenue into a well-defined, rural community center environment.

Today

As this section of Happy Valley Road exists today, the old store building in the upper right hand corner remains vacant, with excess pavement between the building and the Happy Valley Community Center building on the right. There are no sidewalks and vehicle speeds are high.

Parking, Landscaping and Bike Lanes

The addition of sidewalks creates a clear place for pedestrians. Landscaping, parking and colorized edges tighten and separate the travel lanes from the sidewalks and building fronts. The colorized areas create highly visible bicycle lanes and provide space for cars to back out of parking. In this traffic-calmed setting, a mid-block cross walk is also shown.

Renovated Building

The old store building is renovated with on-street parking and outdoor seating.

New Building and Gazebo

A new building is added beyond the feed store building and a gazebo is added next to the community center building.

Cottonwood

GUIDING PRINCIPLES:

1. Improve neighborhood connectivity.

2. Strengthen Main Street as Cottonwood's premiere business street.

3. Maintain small town character.

4. Enhance routes for bicycle and pedestrian mobility.

A review of Cottonwood's current street pattern reveals that with the exception of the historic core located at the southern end of town, east of the freeway, the roads generally do not form a network of connected streets and neighborhoods. This lengthens travel distances, requiring more trips by cars. It also causes more traffic convergence on fewer routes, resulting in congestion and challenges to establishing safe and appealing pedestrian environments.

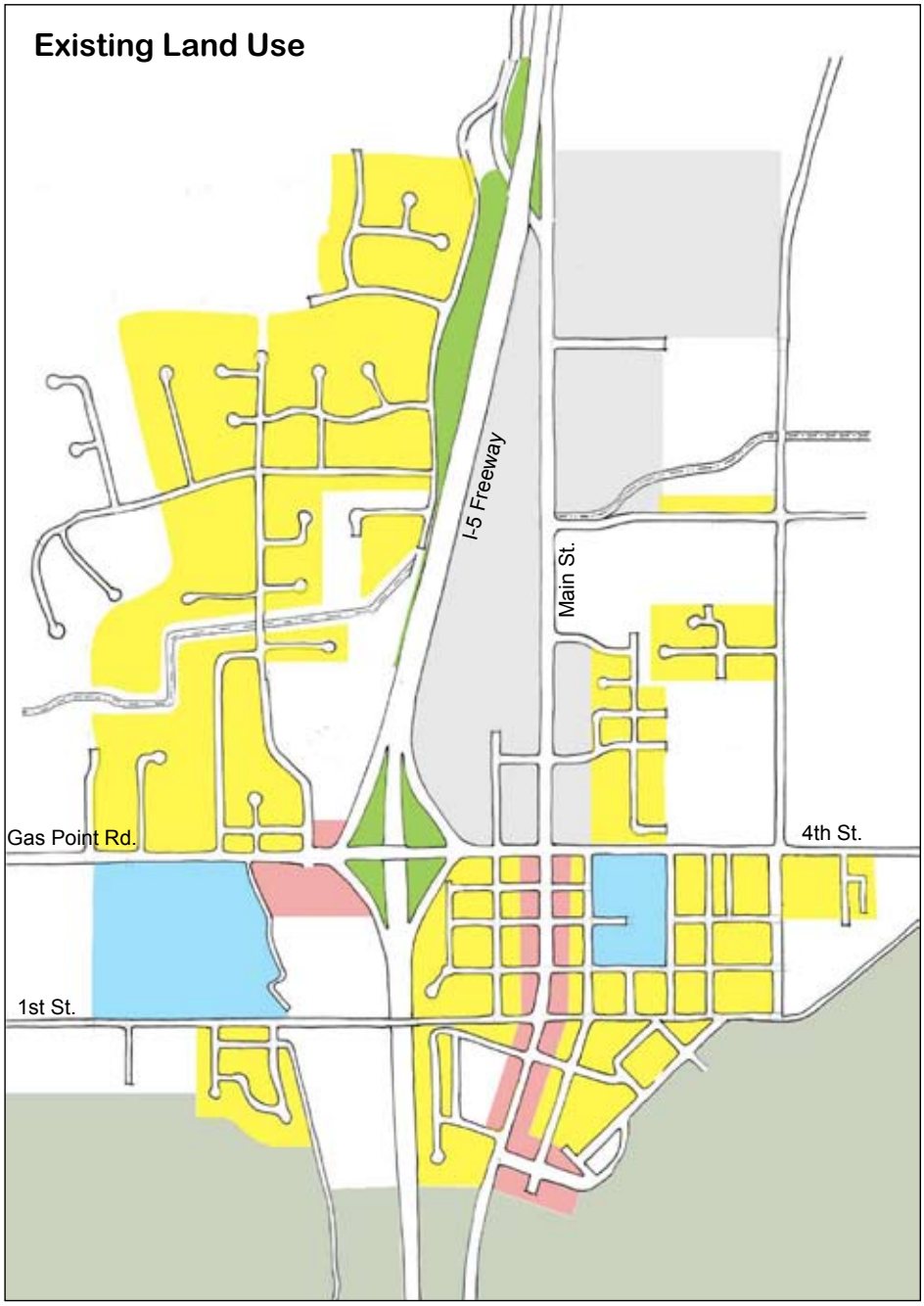
The diagram above shows many dead-end streets.

The diagram above reveals the current streets that provide connectivity.

Future Street Pattern: Improved Road Connectivity

The diagram below depicts how Cottonwood might develop over time with a framework of interconnected streets and blocks. This will help the community maintain a compact and cohesive form and retain its small town character. An interconnected street system provides more direct and thus shorter routes to routine destinations, which allows more people to walk and reduces car trips. A well-connected system also allows for smaller, pedestrian-scale streets that produce lower driving speeds and quieter, safer neighborhoods.

The diagram below depicts overall current land use designations in Cottonwood. The diagram on the following page suggests how future growth could be planned to include a diversity of housing, a mix of uses, and new neighborhoods with access to open space and civic and public institutional spaces.

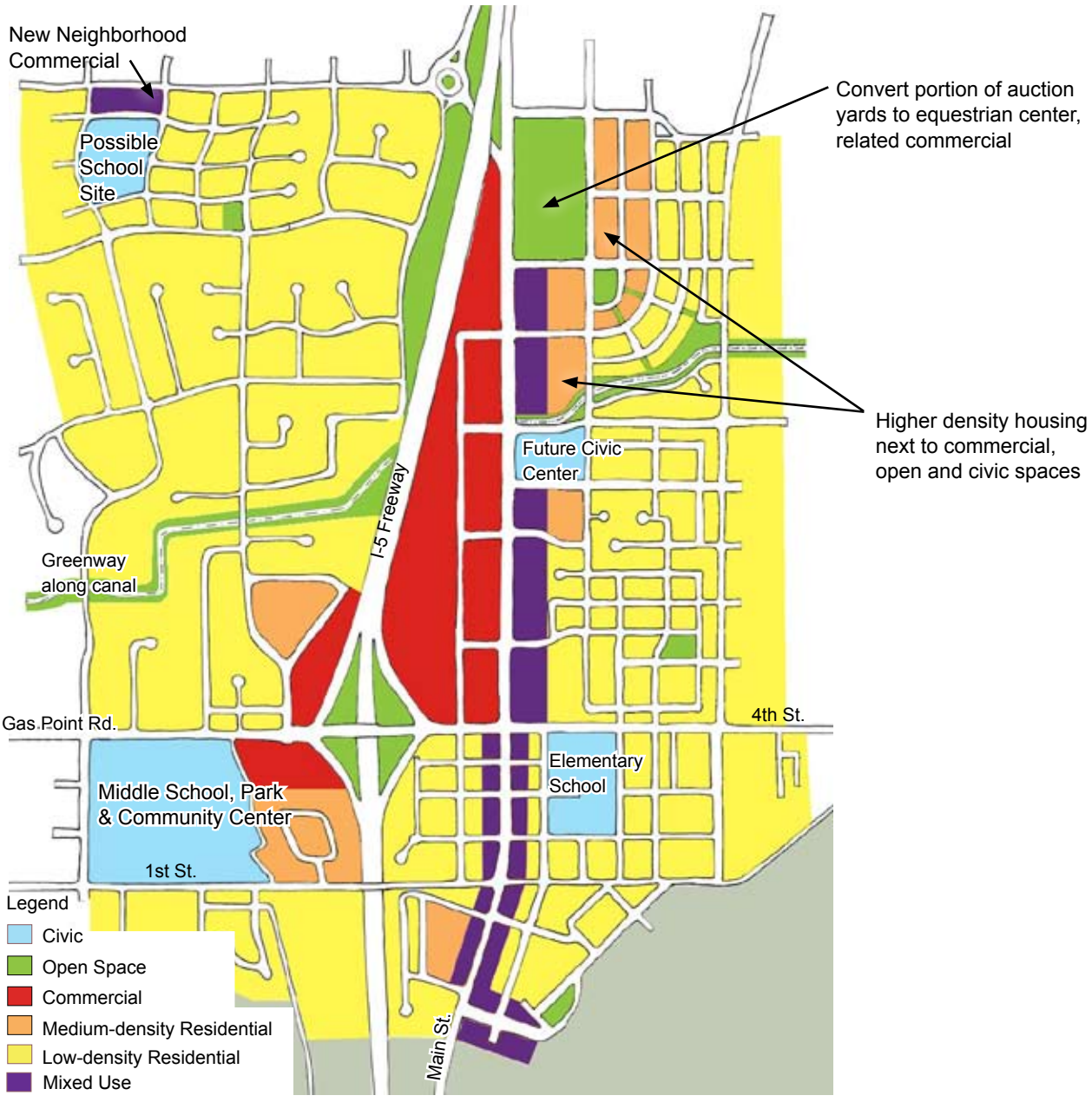


Legend

- Civic
- Open Space
- Commercial
- Light Industrial
- Low-density Residential

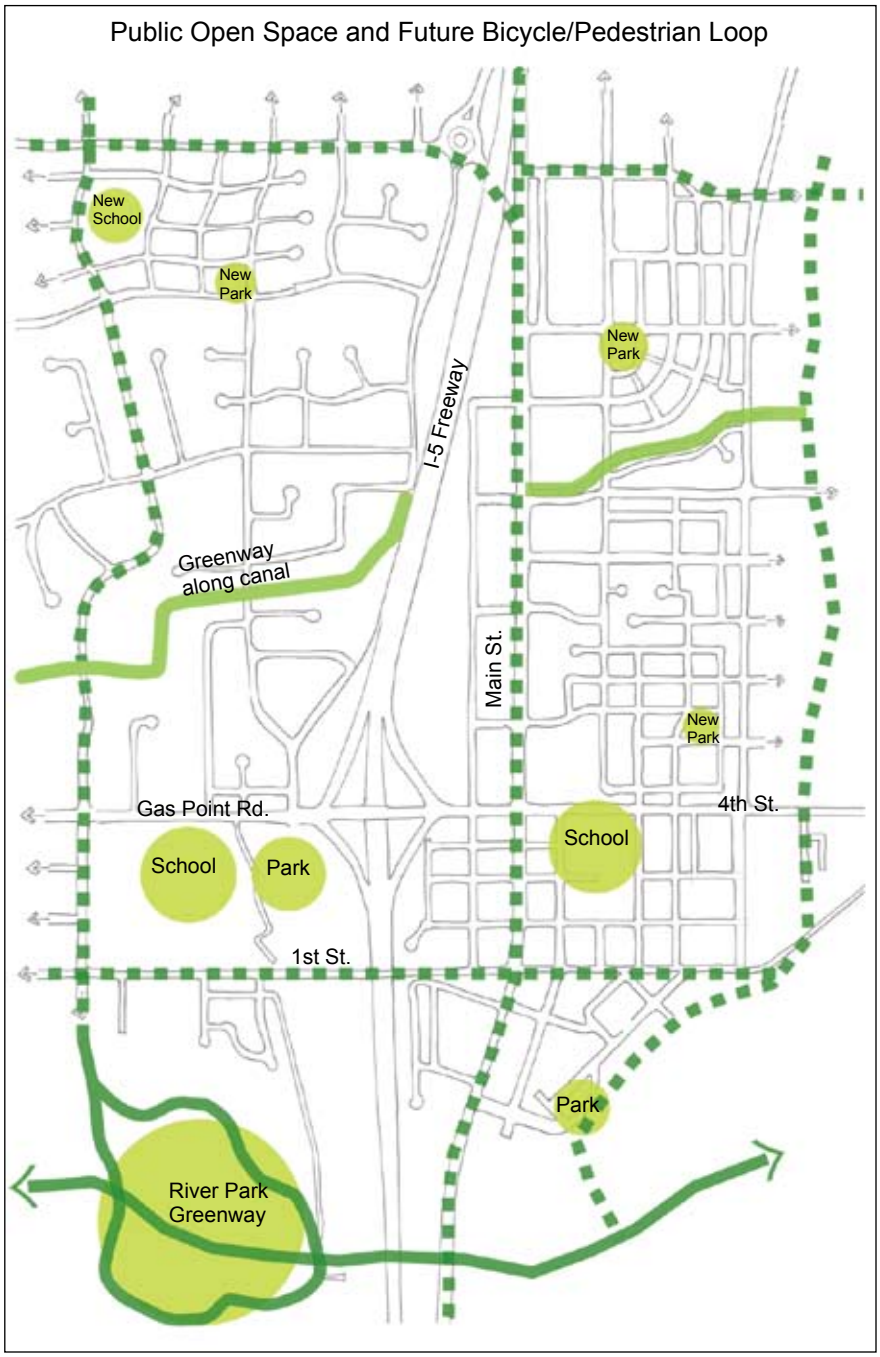
The town commercial core would continue to be concentrated around the I-5 exits and along Main Street. Medium density housing (small lot single-family homes, town houses, multiplex housing and apartments) would develop adjacent to the commercial core, and transition to single-family neighborhoods. A smaller neighborhood commercial area would serve residents in northwest Cottonwood. A mix of uses (housing and commercial on the same site) would be encouraged along Main Street and the northwest commercial area. The inclusion of higher density housing within and adjacent to the commercial areas would allow more people to walk or bike to meet their daily needs, and would increase patronage at Main Street businesses.

Possible Future Land Use



Public Open Space and Future Bicycle/Pedestrian Loop

The map below presents a community-wide pedestrian and bicycle route and public open space distribution concept. The western, northern and eastern portions of the route could be developed in phases with multiuse paths separated from the roadway or with on-street bicycle lanes and enhanced sidewalks as development of new roads occurs. A greenway path or trail would follow the irrigation canal. Multi-use recreational trails would be developed in southern Cottonwood, near Cottonwood Creek. The Main Street segment would be created through traffic calming and pedestrian-oriented streetscapes as shown in the next section. Finally, pedestrian and bicycle improvements on First Street and Gas Point would provide an important east-west connection across the freeway for safe routes to schools and parks in south Cottonwood.



Above: sidewalk and streetscape conditions vary considerably on Main Street, south of Fourth Street.

Main Street

In order to create a great place, there needs to be a great emphasis on the design of streets. Streets are key determinants of neighborhood livability and economic success. They provide access to homes and neighborhood destinations for pedestrians, and to a variety of vehicle types, from bicycles and passenger cars to moving vans and emergency response trucks.

The design of streets, together with the amount and speed of traffic they carry, contributes significantly to a sense of community, neighborhood feeling, and perceptions of safety and comfort. The fact that these may be intangible values makes them no less real or important when considering variables that affect street design.

Main Street runs parallel to Interstate 5 Freeway and provides primary access to Cottonwood's historic Front Street, making it the Town's central commercial corridor. South of Musket Way, Main Street transitions from a two-lane road with a center turn lane to a four-lane divided road with decorated median islands leading to Front Street.

South of Fourth Street, sidewalks are discontinuous and widths vary. A number of commercial buildings and a few homes front the street, while others are set back behind driveways and parking lots. There are also large under-utilized properties. The width of the road, combined with a lack of smooth and consistent walkways and inconsistent building frontage, detracts from pedestrian safety and comfort.

Top: Young pedestrian walking on Main, north of Fourth Street. Bottom: One of a number of sites available for future development on Main, north of Fourth Street.

North of Fourth Street, Main Street becomes a three-lane road with two travel lanes and a center turn lane. The posted speed limit is 45 mph. There are no sidewalks and considerable vacant land that is likely to be developed in the years to come. At the time of this report, a new Walgreens convenience and drug store was proposed at the northeast corner of Fourth and Main Street. Other commercial projects between Main Street and the freeway had been recently proposed.

Given the opportunities and interest in new development along the corridor, the timing is good for planning changes to the roadway and its surroundings that can strengthen economic activity and create a thriving Main Street environment.

New commercial development should be encouraged to infill along Main Street to boost the existing commercial uses and limit the de-concentration of the town's existing commercial core. In addition, Main Street provides the opportunity for a mix of uses with the ground floor having a commercial or office component and upper floors having residential or office uses.

Left: Wide intersection at Main and Fourth Streets, looking west. Right: Main Street, looking south toward Fourth Street. Dominated by asphalt, this intersection is the first impression for many as they approach downtown Cottonwood from I-5.

Following are a series of photo simulations showing design elements from a street-level perspective that would convert Main Street into a more efficient, safe and attractive roadway for all types of users. Changes would take place over time, with private investment in properties and supporting infrastructure occurring in tandem with public infrastructure improvements that add value to adjacent properties, facilitate their success, and encourage new private investments.

Today

At this section of Main Street at the intersection of Fourth Street, buildings are set far back from the street and fronted by large under-utilized paved areas for vehicles. Inside travels lanes are 12-feet wide and outside lanes are 20-feet wide.

Landscaping and Bike Parking

Trees are added to planters in the street, shading the sidewalk, buffering pedestrians from moving traffic, adding enclosure to the street to slow motorists down, and providing clearly demarcated inset parking. The green bike racks provide a place for bikes and add another element of separation between the street and sidewalk.

Infill in Stages

In time, with traffic calming and a beautified streetscape, reinvestment in properties brings infill development.

Further development brings covered walkways and storefronts. On-street parking creates a buffer between the street and sidewalk.

Two-story buildings maximize land value and produce a compact, small town main street. Buildings lining the street also provide a noise buffer for residential neighborhoods on either side of the corridor. Prominent corner buildings provide a gateway at Fourth and Main, signaling a sense of arrival to Main Street Cottonwood.

Main Street North of 4th Street Design Guidelines: Buildings

Basic building design and orientation to the street can be a tipping point that enables shops, services and housing to locate and succeed in central Cottonwood. Buildings and building sites should provide streets with physical and spatial definition in order to reduce the impact and dominance of automobile traffic on the safety and comfort of pedestrians. Physical spatial definition of streets also provides a sense of place, enhancing the status of the street and its surrounding properties.

Although architectural style and building intensity may vary on Main Street north of Fourth Street, the basic principles illustrated in the photo simulations remain applicable to new development on both the south and the north side of Fourth Street. The following are key design guidelines for creating development standards throughout Main Street:

The following are key guidelines for developing building standards:

- Establish a maximum front setback or build-to line to avoid buildings that are set back too far from streets.
- Place and orient buildings toward the primary street frontage with parking located in the rear or the side of the lot. Require minimum allowable building frontages along Main Street.
- Incorporate pedestrian pathways between buildings to link rear parking lots with Main Street and to provide convenient and secure access.
- Minimize the presence of curb cuts and driveways and continue sidewalks across driveways to reduce conflicts with pedestrians and turning movements that interfere with through capacity for the street.
- Two-story buildings should be encouraged to provide a sense of enclosure for the street.
- All buildings must have pedestrian entrances on primary street frontages. Provide at least one continuous walkway to connect sidewalks and the main entrance of the building.
- Ensure the ground floor is as transparent as possible to connect the pedestrians and building users.
- Buildings should avoid long, monotonous, uninterrupted walls or roof planes. Building wall offsets, including projections, recesses, and changes in floor level should be used in order to add interest and variety, and to relieve the visual effect of a simple, long wall.
- Where parking areas front the street a continuous knee wall or hedge should be provided to separate the parking area from the sidewalk.
- Where possible, encourage colonnades and awnings along the ground floor of buildings to extend and enhance the pedestrian environment.
- Service and loading areas must be screened and should be located on secondary streets or alleys.
- Buildings located at gateways to community common areas and the Main Street district should mark transitions in a distinct fashion using massing, additional height, contrasting materials, and/or architectural embellishments to obtain this effect.

Possible Changes for North Main Street

The photo simulation series below help to visualize design elements as they might be applied on Main, north of Fourth Street. The series shows proposed improvements to a segment of a three-lane (two travel lanes and a center turn lane) arterial roadway in Chico, California, that carries over 20,000 cars daily.

Nord Avenue/State Route 32
Chico, Ca

Right and below: the driveway width is reduced and replaced by sidewalk. Decorative light posts are added, creating vertical separation. Pavement color changes are used to delineate parking, turning and bike lanes.

Nord Avenue/State Route 32 Chico, Ca

Street trees are added. Together with the decorative posts and parked cars, pedestrians are insulated from moving traffic. The sidewalk and parked cars now have shading.

A roundabout is introduced. This section of roadway carries over 20,000 cars. The roundabout will increase the intersection's capacity by as much as 30% and maintain traffic flow better than a signal.

With all of the previous conditions met - traffic calming, on-street parking, landscaping, sidewalk enhancement - buildings can now locate next to the sidewalk, putting eyes on the street, facilitating an active pedestrian environment and maximizing land value.

Residential Streets: Rhonda Road

Cottonwood residents at the workshops pointed out the need to make Rhonda Road a more pedestrian-friendly street, as it serves as an important route from homes west of I-5 to the shopping center, middle school and community park on Gas Point Road. Narrowing the perceived roadway, adding sidewalks, and adding street trees between the curb and sidewalk are among the best techniques for calming traffic and creating walkable streets in residential neighborhoods.

As noted earlier, a network of well-connected streets increases connectivity within and between neighborhoods and reduces congestion on individual streets by creating more route choices for daily trips. A connected street pattern provides more direct links between destinations, making trips shorter, some of them short enough to be made on foot or bicycle, which further reduces car dependency and the need for wide multi-lane roads. Direct and multiple connections to destinations also improve emergency access and response time, a necessary precondition for reduced street widths.

Reduced street widths makes space for landscaping and wider sidewalks within the same amount of right-of-way. Narrower, tree-lined streets encourage slower traffic speeds and enhance pedestrian comfort. They also cost less to build and maintain. Well-shaded streets help cool neighborhoods in the summer and require resurfacing less often since they are less prone to deterioration from the sun.

Currently, the paved width of Rhonda Road is generally 36 feet. Only portions of the road has sidewalks. Firm right-of-way (ROW) data were not available at the time of the workshops, but aerial images indicate the ROW is (conservatively) approximately 50 feet near Gas Point Road.

Rhonda Road, looking north

As shown in the photo sequence, a simple low cost step to slowing traffic and separating motorists from pedestrians is to designate the shoulder with a highly visible painted stripe at least 8" in width. The next step incudes a paved bike lane, providing further separation between cars and pedestrians and a place for bicyclists. Striping and bike lanes will encourage slower motor speeds because of the perception of a narrower lane.

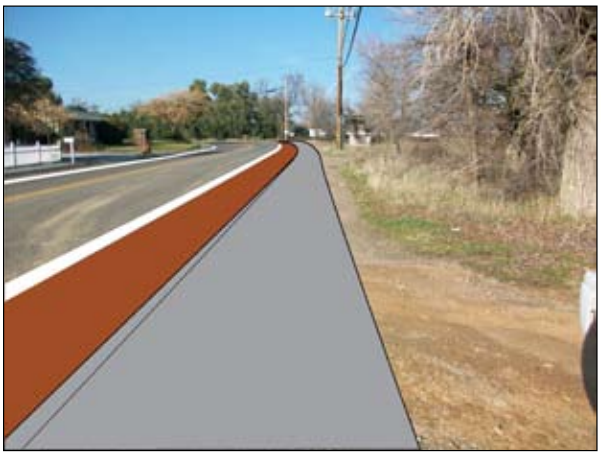
A sidewalk is also added. Sidewalks should be at a minimum 5-feet wide to allow two people to walk side by side. Bicycle lanes should be at least 6-feet wide and can be further designated with the use of stamped concrete or colorized pavement.

Finally, a planting strip is added between the curb and sidewalk with street trees. The trees not only shade pedestrians and beautify the neighborhood, they also provide enclosure that helps encourage reduced motor speeds. Trees also absorb air pollutants, reduce heat build up by shading asphalt, and reduce stormwater runoff by catching rainfall and opening soil with their roots to allow more ground absorption.

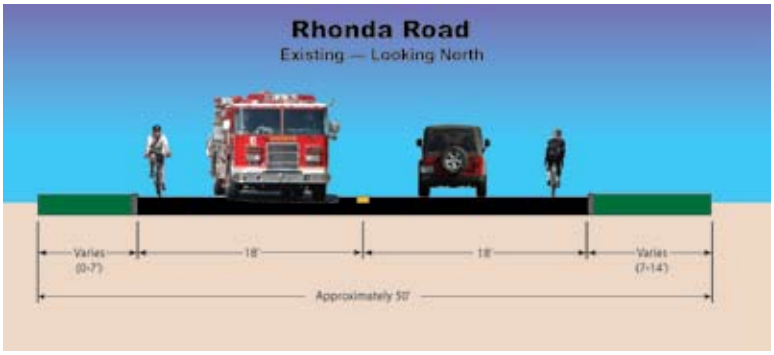
Rhonda Road Today

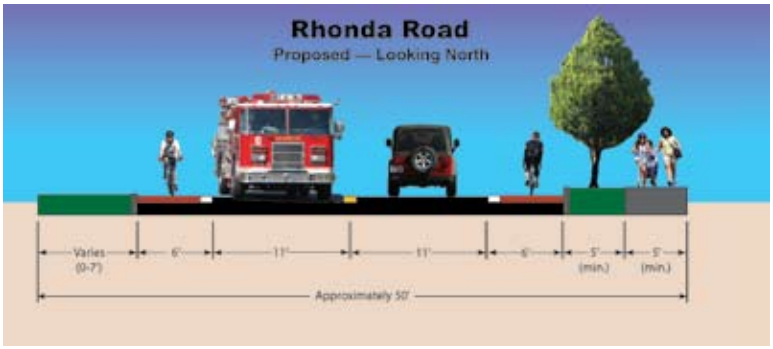
Shoulder Striping

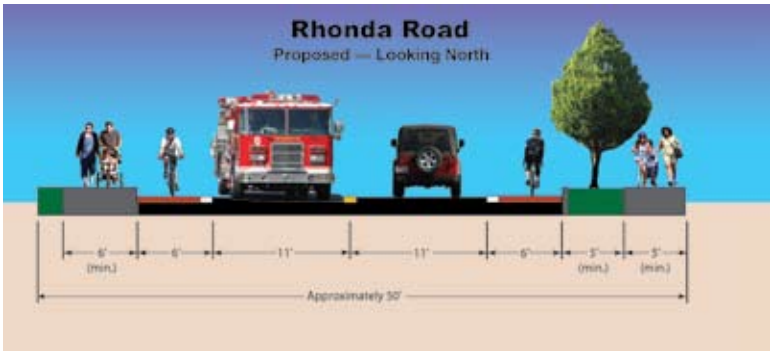
Bike Lane and Sidewalk



Planting Strip and Trees







The diagrams show options for adding pedestrian and bicycle facilities to Rhonda Road.

The cross section at the top shows the approximate dimensions for the street as it currently exists. The public right-of-way (ROW) area beyond the paved street is shown as varies because precise data were not available at the time of the workshops as to where private property and ROW lines are located along the roadway.

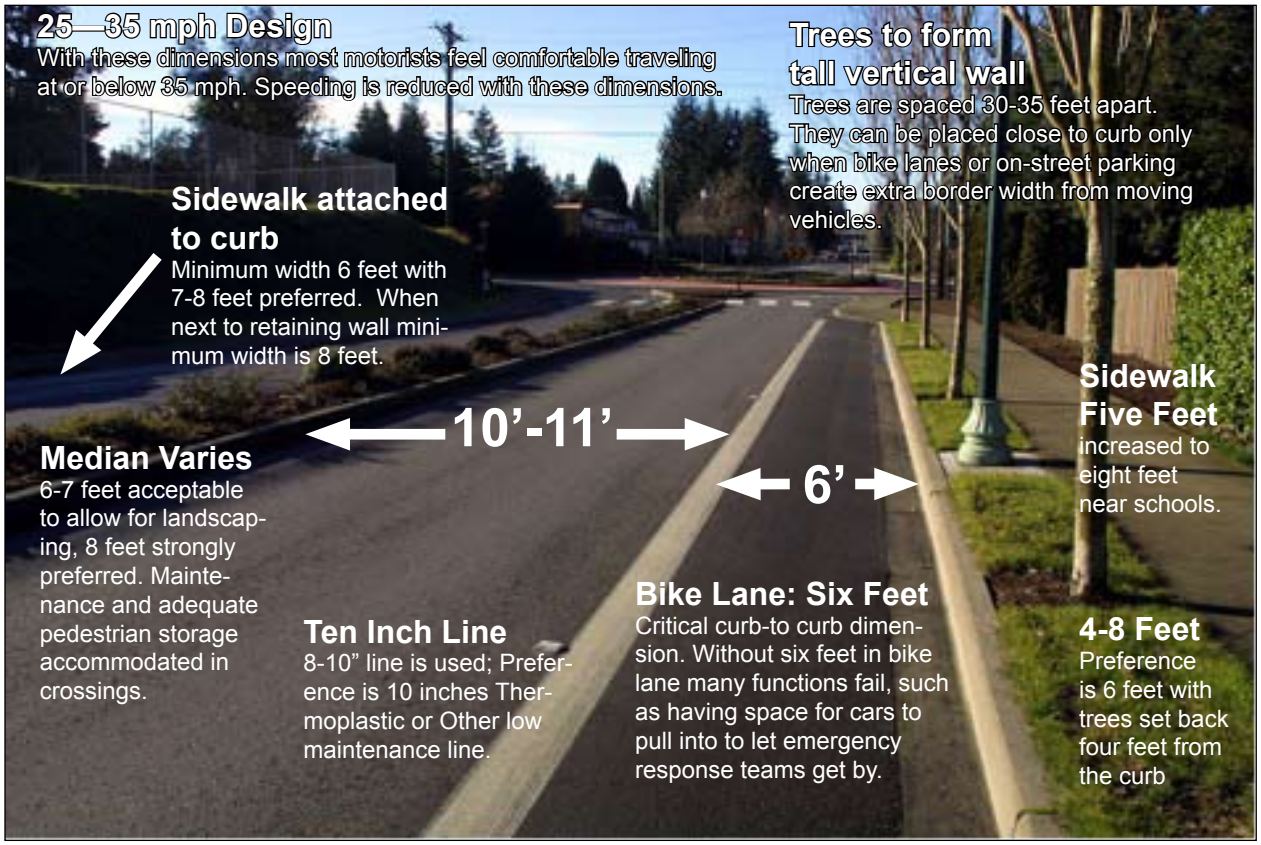
The middle diagram includes six-foot wide bike lanes and a six-foot wide sidewalk and planting strip on the east side of the street.

The bottom shows a 6-foot sidewalk on the west side of the street. If the ROW does not extend into the adjacent property owners' land, then the road would have to me shifted to the east to make room for a sidewalk.

If the ROW is 55 feet or greater, it may be possible to explore options with on-street parking and sidewalks with planting strips on both sides of the road.

Whatever the case, the minimum width for a sidewalk should be 5 feet if separated with a planting strip, and 6 feet if adjacent to the street. Minimum planting strip widths to accommodate large-canopied street trees should be 6 feet. Slightly smaller planting strips can be adequate for carefully chosen trees. Guidelines for design details and dimensions that can be applied to Rhonda Road and other residential streets in Cottonwood are highlighted on the next page.

Street Design Guidelines



Design details for residential streets.

Design dimensions for bike lanes and parallel parking. A 10-foot wide travel lane is preferred, and an 11-foot is acceptable. 12-foot lanes are too wide for most residential streets and many commercial streets. 12-foot lane widths are generally for highways and freeways, where speeds are higher.

Appendix

Meeting and Workshop Participants

Lorena Altamirano
Sheila Amburge, Cottonwood Business Owner
Gene Anderson
Sylvia Ayotle
Pamela Baer, Cottonwood Chamber of Commerce
Ron Bailey
Brenda Bailey
Joe Baker
Cherylle Ballard
Jim Barnett
Alice Barnett
Tina Bartle
Dave Bartle
Les Baugh, Shasta County Board of Supervisors
Kristi Betts, Cottonwood Library
Paula Bostick
Arnie Brinton, Cottonwood Citizens Patrol
Sharon Brisolara, Evaluation Solutions
Gail Casselman
Mark Cibula, Shasta County Board of Supervisors
Jess Collins
Donna Corbit
Gary Cortopassi
Ellen Cote, Women's Improvement Group
Mary Bea Craig
Dianna Cunningham, Cottonwood Enrichment Council
Andrew Deckert, Cottonwood Resident
Sherri Dorman
Doug Evans, Happy Valley Nursery
Larry Fells
Mickeil Floyd
Jesse Floyd
Irwin Fust
Carol Ann Fust
Joe Garcia
Sandi Garcia
Ester Hall, Women's Improvement Group
Starlit Halstead
Bill Hamilton, Civil War Days
James Hamilton
Tom Harrington, Sierra Pacific/Cottonwood Resident
Connie Heard
Heather Hein
John Helfrich,Cottonwood Park Board
Loni Henderson

Bill Hermann, Cottonwood Chamber
Zeta Hermann, Cottonwood Chamber & Business Owner
Armil Heulsman
Janis Hill, Cottonwood Business Owner
Frank Holbrook
Bobbi Holbrook
Judy Huddleston
Melissa Hunt, Anderson City Council
Pat Inns, Cottonwood Chamber & Business Owner
Sherry James, Happy Valley PTA
Ted James
Yolanda Jimenez, Latino's in Action
Ermel Jones, Happy Valley Citizens Patrol
Marjorie Jones
Paula Jones, Active Tax & Bookkeeping
Paul Jordan
Corky Keenan, Anderson Champer Board
Jan Kessner, Cottonwood Chamber & Business Owner
Jean King
Angie King
Myron Kreger, Anderson Farmers' Market Manager
Charlotte Lind
Carri Longnecker, North Cottonwood School Teacher
Donna Luccas
Mandie Lukkes
Pearl Mcginty
Sandy Marlar
Ben Mells, Civil War Days
Concepcion Mendoza, U.C. Cooperative Extention
Chris Michelson
Michelle Millette
Felicitas Moerke
Diane Montagner, Shasta County Cattlewomen
Anthony Moreland
Gina Murphy
Juana Navarro, Latino's In Action
Jose Navarro, Lation's In Action
Kimberly Navarro, Lation's In Action
Gwendolyn Neideffer
Beth Nervo
Wayne Nolan
Jim Nutter
Jan Nutter
Tom O'Mara, Happy Valley Park Committee
Esmeralda Ortiz, Latino's in Action
John Pappas, Happy Valley Community Foundation
Al Pierce
Dawn Pittore
Taylor Pittore
James Pollard

Nancy Pollard
Dennis Possehn
Kathy Price
Kim Ramirez
Matt Roach
Mimi Rozmaryn
Minnie Sagar, Shasta County Public Health
Tanda Schipper,
Mary Ann Sheufelt
Jayne Smith
Larry Solberg
Barry Spyres
Pete Stiglich, Cottonwood Park Board Member
Cecil Stinson
Carla Thompson, City of Shasta Lake
Geneva Toms, Shasta County Cattlewomen
Johanna Trenerry, Happy Valley Farm Trail Association
Harold Vietti
Don Walton, Civil War Days
Donna Walton, Civil War Days
Gayle Wear
Don Weaver
Darcy Weekley
Mark White, Civil War Days
Virgil White, Happy Valley Lions Club
Gloria Wilcox, Womens Improvement Club & Cottonwood Garden Club
Stewart Wilcox
Alice Wilkinson
Jeanne Willis
Doug Willis
Sandy Winterlin
Coleen Wogoman
Michael Woodward, Anderson Valley Post
Linda Wright
Gordon Youmans
Lois Youmans, Happy Valley Lions
Sylvia Yzaguirre, Shasta County Public Health

Anderson High School Students

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Eddie Ayala
Tia Barris
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Colette Bither
Jacob Booker
Matt Bowen
Javonee Brooks
Brendan Chambers
Kaela Clemens
Emmanuel Contreras-Alcorar
Cody Cox
Heavyn Creech
Andrea Critchfield
Drew DiPrima
Alyssa Ellison
Levi Flores
Charlie Flores
Johnny Galvan
Rose Mae Geronimo
Mercades Harris
Tessa Hastey
Shelbie Hinton
Mo Hursey
Derik Husa
Sean Irwin
Dakota Jones
Doug Kennemore
Cody King
Ronny Kirk
Sean Lane
Tyler Larkins
Noah Lee
Nicole Lopes
Ivan Mankovic
Javier Manzo
Maritza Marin
Windy Matthews
Richey Melendez
Juan Melendez
Austin Meyers
Jessica Mosher
Alisha Murphy
Kimberly Navarro
Amanda New
Jon Nunnelley
Kamern Nuss
Sylvia Orozco
Nick Ortiz
Alejandra Ortiz
Analyse Ovian
Whitney Paeyeneers
Tyler Perry
Jennifer Pittman
Kayla Pittman
Melissa Price
Kevin Rath
Olivia Robertson
Brooke Rodgers
Carly Rosen
John Scroggins
Heather Shrader
Laura Silva
Sean Steele
Victoria Tamblyn
Jacob Taylor
Patrick Timmons
Tyler Trapala
Skylar Walker
Michelle Walton
Krista Welstead
John Willey
Richard Wilson
Katrina Wilson

West Valley High School
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Nikkole Anderson
Hailey Atkins
Bryan Back
Charlie Banwarth
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Kevin Boucher
Britny Boudro
Chelsea Brown
Katie Brown
Amber Buchanan
Hailey Bukowski
Jennifer Burns
Shane Byrd
Shane Cahalan
Mason Carnahan
Vincent Castro
Caitlin Clark
Brenna Clark
Michelle Cleland
Jennifer Cole
Alexis Constant
Ryan Copeland
Tyler Cottrell
Tyler Cramer
Kristyn Davis
Tony D'Chevy
Brittany Dennett
Leeann Dickens
Audree Donery
Kelsie Doty
Lonnie Duval
Krista Epperley
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Katrina Gowder
Mackee Greer
Gabe Groff
Bobby Guyton
Christa Haines
Amy Haley
Kevin Hand
Kellin Hanggee
Taylor Hayward
Marcus Hibbert
Alicia Holder
Rebecca Holt
Morgan Holub
Cassidy Horner
Trenton Hunt
Tisha Hunt
Erika Jimenez
Brianna Joaquin
Teresa Johnson
Callie Jones
Alyssa Jones
Jordan Kelly
Shana Kong
Alana Kong
Milez Kunz
James Lack
Tylar LaClair
Brianna Lee
Diane Lomeli
Hannah Lozoya
Jeremy Markley
Mary Kate McAuliffe
JayeCea McGrew
Dalton Miguel
Daniela Moreira
Dylan Mott
Caitlyn Mott
Johathan Nelson
Trenton Norred
Debbie Officer Becker
Brittney Pearson
Britney Pope
Terrylynn Redmond
Andy Rubio
Amber Russell
Ayla Saechao
Nai Saelee
Andree Scheidecker
Tracie Schmitt
Savanna Scroggins
Danielle Shepard
Tanner Shepard
Amanda Simmons
Michael Spoon
Jessica Steele
Sierra Tidmore
Cassidee Turpen
Jessica Tyree
Marissa Van Dixon
Kendall Vincent
Brittney Warner
Michael Westmoreland
Jodi Windle
Alyssa Wolford
Nai Yang