City of Fortuna General Plan

Policy Document







Envision 2030

Adopted October 2010

Second Printing
March 2025

Amendments to the General Plan

Chapters may be amended from time to time.
These changes will be reflected on this sheet.
Minor editing changes will not be considered amendments.

Chapter Number & Name	Month and Year
Chapter 1: Land Use	February 2025 (Resolution # 2025-04)
Chapter 2: Economic Development	October 2010 (Resolution # 2010-46)
Chapter 3: Housing	August 2019 (Resolution # 2019-21)
Chapter 4: Transportation & Circulation	October 2010 (Resolution # 2010-46)
Chapter 5: Natural & Cultural Resources	October 2010 (Resolution # 2010-46)
Chapter 6: Parks, Recreation & Open Space	October 2010 (Resolution # 2010-46)
Chapter 7: Public Facilities	October 2010 (Resolution # 2010-46)
Chapter 8: Health & Safety	October 2010 (Resolution # 2010-46)
Chapter 9: Community Development	October 2010 (Resolution # 2010-46)
Chapter 10: Administration and Implementation	October 2010 (Resolution # 2010-46)



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General Plan Overview

The Fortuna General Plan formalizes a long-term vision for the City's physical evolution. It outlines policies, standards, and programs to guide day-to-day decisions concerning future development.

Designed to meet State requirements, the General Plan consists of two documents: this General Plan Policy Document and a General Plan Background Report.

This Policy Document is divided into two parts. Part I is the General Plan Overview, which describes the legal requirements for general plans, provides background about the General Plan Update process, describes Fortuna's history, and summarizes major issues addressed by the General Plan.

This section is a summary only, and does not set official policy. The lengthier and more detailed Part II presents Fortuna's formal General Plan policy statements in the form of goals, policies, and implementation programs. These are expressed in both text and diagrams.

NATURE, CONTENT, & PURPOSE OF THE GENERAL PLAN

A general plan is a legal document that serves as a community's "blueprint" or "constitution" for land use and development. State law requires that every city and county in California adopt a general plan that is comprehensive and long term. The plan must outline proposals for the physical development of the county or city, and any land outside its boundaries that, in the planning agency's judgment, bears relation to its planning (California Government Code Section 653000 et seq.).

General plans must be comprehensive both in their geographic coverage and in the range of subjects they cover. In the Fortuna General Plan, the geographic coverage is the City's Planning Area, which encompasses both incorporated territory and unincorporated areas that may directly or indirectly affect the city's future development.



General plans must be long term in perspective. General plan time horizons vary, but project 15 to 25 years into the future. In this General Plan, adopted in October 2010, the City established the year 2030 as the time horizon.

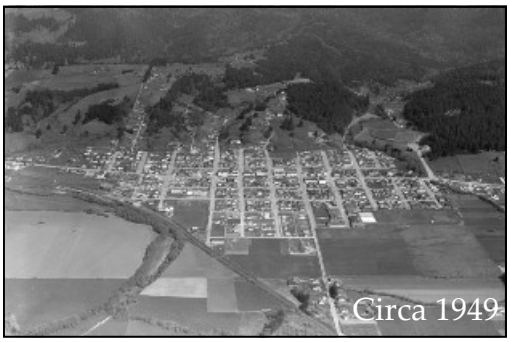
Every general plan in California must address seven topics known as "elements." The importance of each of the seven elements varies from community to community. Here is a brief description of each of the seven required elements:

- The *Land Use Element* designates the general distribution and intensity of all uses of the land in the community. This includes residential uses, commercial uses, industrial uses, public facilities, and open space;
- The *Circulation Element* addresses the general location and extent of existing and proposed major transportation facilities, including major roadways, rail and transit, and airports;
- The *Housing Element* is a comprehensive assessment of current and projected housing needs for all segments of the community and all economic groups that also embodies policies and programs for providing adequate



embodies policies and programs for providing adequate housing [Note: State law requires this element to be updated every 5 years];

- The *Conservation Element* addresses the conservation, development, and use of natural resources, including water, forests, soils, rivers, and mineral deposits;
- Overlapping with the *Conservation Element*, the *Open Space Element* details plans and measures for preserving open space for protection of natural resources such as wildlife habitat, the managed production of resources (e.g., agricultural and timber land), outdoor recreation (e.g., parks, trails, and scenic vistas), and public health and safety (e.g., areas subject to geologic hazards, tsunamis, flooding, fires);
- The *Noise Element* identifies noise problems and includes policies to protect the community from excessive noise; and







- The *Safety Element* establishes policies and programs to protect the community from risks associated with seismic, geologic, flood, and wildfire hazards.

The general plan may address other topics that the community deems relevant to its development, such as economic development, historic preservation, and urban design. For each locally-relevant mandated issue or optional issue addressed, the general plan must do the following:

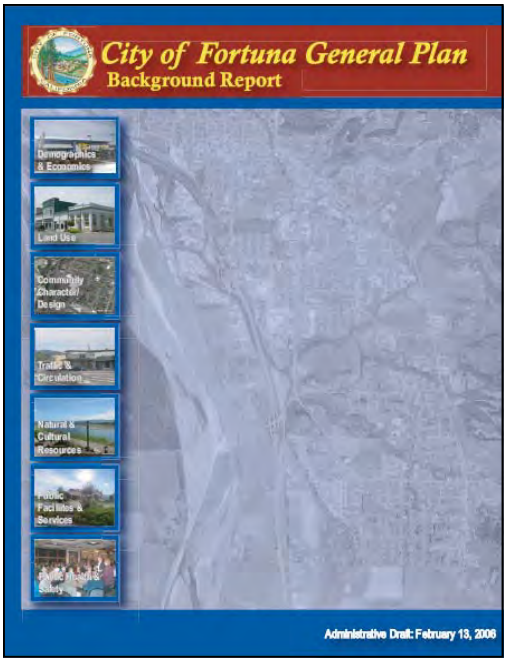
- Describe the nature and significance of the issues in the community (Background Information);
- Set out policy in text and maps for how the jurisdiction will respond to the issue (Policy); and
- Outline specific programs for implementing policies (Implementation Programs).

The format and structure of the general plan is left to local discretion, but regardless of the format or issues addressed, all substantive parts of the plan must be consistent with one another (i.e., internally consistent). For instance, the policies in the land use element must be consistent with those of the housing element, and vice versa.

The Fortuna General Plan serves several important purposes related to the way the City plans and how the community participates in the planning process. These purposes include the following:

- Establishing within City government the capacity to analyze local and regional conditions and needs in order to respond effectively to problems and opportunities facing the community;
- Identifying Fortuna's environmental, social, and economic goals;
- Recording the City government's policies and standards for the maintenance and improvement of existing development and the location and characteristics of future development;
- Providing Fortuna's citizens with information about their community and with opportunities to participate in the local planning and decision-making process;

- Improving the coordination of community development and environmental protection activities among the City, Humboldt County, and other regional, State, and Federal agencies; and
- Establishing a basis for subsequent planning efforts, such as preparation of specific plans, redevelopment plans, and special studies to deal with unique problems or areas in the community.



REGIONAL SETTING & PLANNING AREA

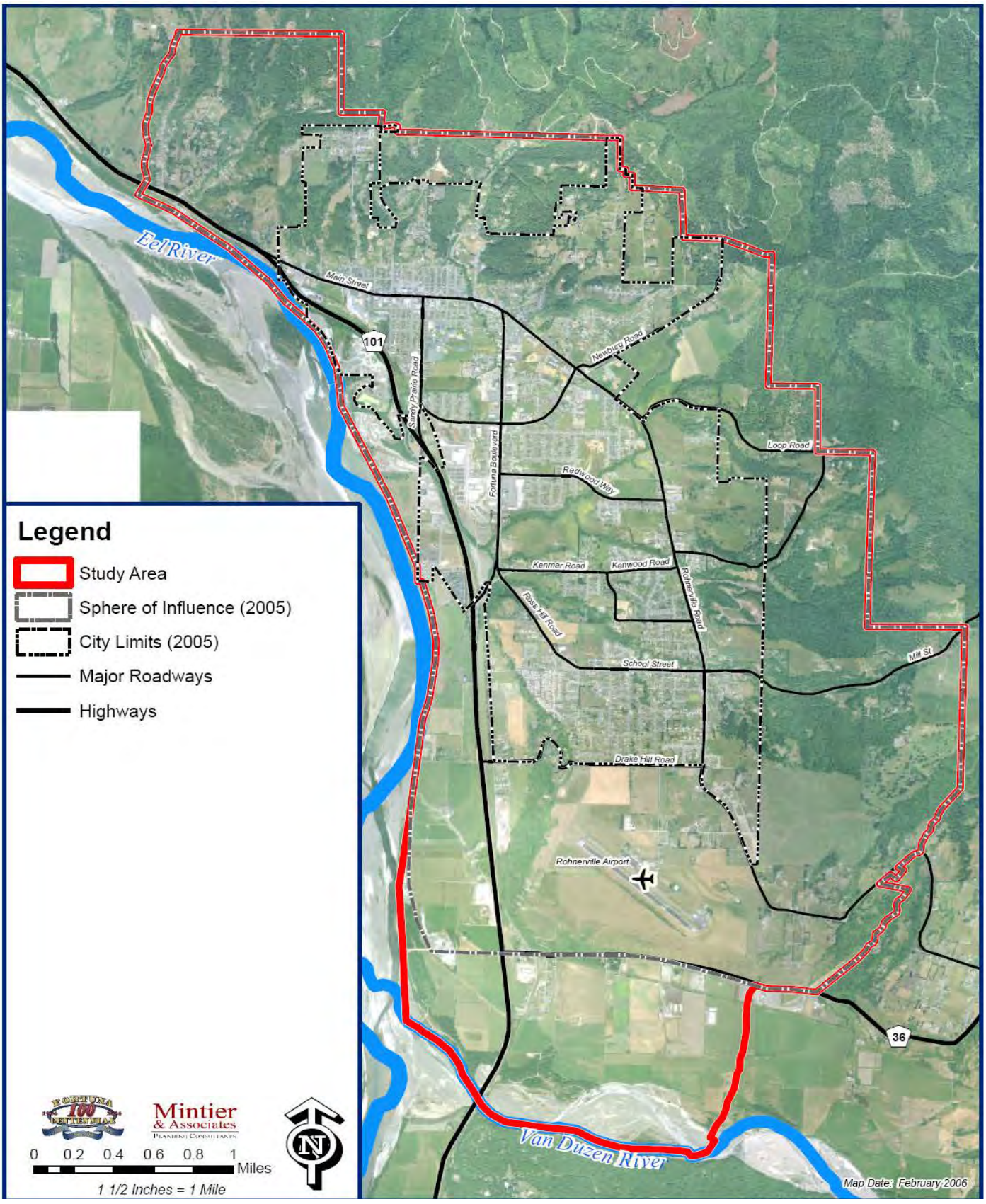
The city of Fortuna is located in Humboldt County on California's northern coast about 20 miles south of Eureka and 253 miles north of San Francisco. Figure O-1 shows the city's location within the state and region. Fortuna is a small urbanized community in southern Humboldt County and is one of the county's seven incorporated cities. Fortuna covers approximately 4.87 square miles or 3,114 acres and is bordered by the Eel River, bluffs, forested hillsides, and rural residences.

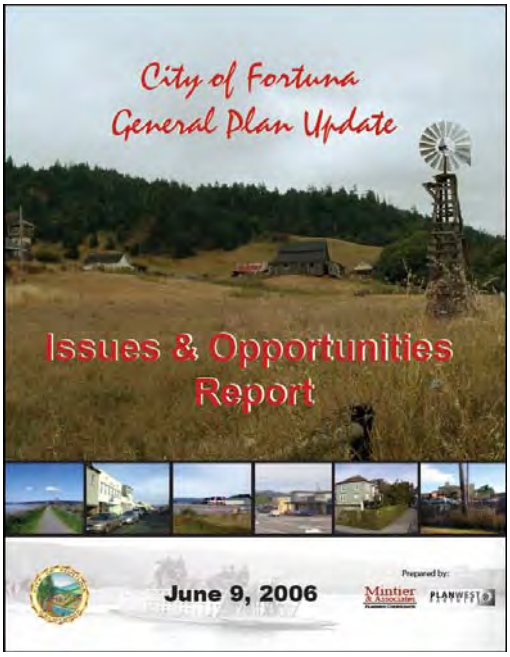
By state law, the General Plan must cover all territory within the city limits, as well as "any land outside its boundaries which, in the planning agency's judgment, bears relation to its planning" (Government Code Section 65300). This is called the Planning Area. For the Fortuna General Plan, the Planning Area boundary follows the 2006 Sphere of Influence (SOI) boundary on the west, north, and east. It extends beyond the southern SOI boundary to intersect the Van Duzen River, then follows the river to a small creek where it extends north to the SOI boundary (see Figure O-2).

HOW THIS GENERAL PLAN WAS PREPARED

The City of Fortuna initiated its General Plan Update program in September 2005, by retaining a multi-disciplinary consulting team. This updated Plan replaces the 1993 General Plan and reflects changing conditions (e.g., demographic and economic changes) while retaining community values and desires. The General Plan creates a blueprint for growth through the year 2030.


Eureka
Fortuna
Sacramento
San Francisco
Los Angeles
Arcata
Eureka
Fortuna
Ferndale
Rio Dell
96
299
36
101
Humboldt County
Mintier
& Associates
Map Date: February 13, 2006


Eel River
Main Street
101
Newburg Road
Sandy Prairie Road
Fortuna Boulevard
Redwood Way
Loop Road
Kenmar Road
Kenwood Road
Rohnerville Road
Rose Hill Road
School Street
Mill St
Drake Hill Road
Rohnerville Airport
36
Van Duzen River
Legend
Study Area
Sphere of Influence (2005)
City Limits (2005)
Major Roadways
Highways
Mintier & Associates
0 0.2 0.4 0.6 0.8 1 Miles
1 1/2 Inches = 1 Mile
Map Date: February 2006



Although the City prepared several documents during the General Plan Update, only two of these are considered part of the General Plan: the Background Report and Policy Document. These are published under separate cover due to the size of each report.

Background Report

The Background Report took a "snapshot" of Fortuna's trends and conditions as of 2005. It provided detailed descriptions for a wide range of topics within the Planning Area, such as demographic and economic conditions, land use, public facilities, and environmental resources. The Report provided decision makers, the public, and local agencies with context for making policy decisions. Unlike the Policy Document, the Background Report is objective and policy neutral. Its purpose is to create a foundation or context for making policy decisions. The Background Report also served as the description for the Environmental Impact Report prepared on the General Plan.



Policy Document

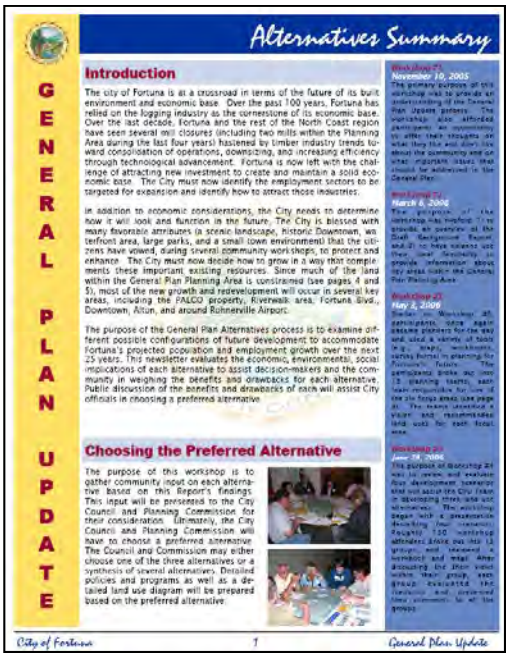
The Policy Document is the essence of the General Plan. It contains the goals and policies that guide future decisions within the city. It also identifies a full set of implementation programs to ensure that the goals and policies in the General Plan are carried out.

As part of the Fortuna General Plan Update, the City prepared several support documents, including the Issues & Opportunities Report, Alternatives Report, Economic and Fiscal Considerations Report, and Environmental Impact Report. These documents served as both the building blocks for the Policy Document and provided analysis of the impacts associated with implementing the Plan.

Issues & Opportunities Report

The Issues & Opportunities Report focused the community's attention on key issues and opportunities with major policy implications as Fortuna considered how to accommodate growth over the next 25 years. The report summarized information

contained in the Draft Background Report, Community Workshop #1 and #2 summaries, City staff observations, and community surveys. The Issues & Opportunities Report helped to stimulate discussion and led to confirmation and selection of courses of action reflected in the Alternatives Report and the Policy Document.



Alternatives Report

The Alternatives Report examined three distinct configurations of future development, each designed to accommodate Fortuna's projected population and employment growth through the year 2030. This report evaluated the economic, environmental, and social implications of each alternative in order to assist decision-makers and the community in weighing the benefits and drawbacks of each alternative. Based on the information provided in this report, the City Council, with concurrence from the Planning Commission, selected a preferred alternative that became the basis for the General Plan Land Use Diagram.

Economic & Fiscal Considerations Report

Fortuna is at a crossroads in terms of its built environment and economic base. Over the past 100 years, Fortuna has relied on the logging industry as the cornerstone of its economic base. Over the last decade, Fortuna and the rest of the North Coast region have seen several mill closures including two mills within the Planning Area.



Since economic development was one of the driving forces behind the General Plan Update, City staff summarized economic information developed during the process to help decision-makers understand the economic and fiscal implications of selecting a preferred land use alternative. Using excerpts from the Draft Background Report, Issues & Opportunities Report, and Draft Technical Alternatives Report, this report included information on economic conditions in Fortuna, economic opportunities available to the city, and potential economic and fiscal impacts associated with each of the three proposed land use alternatives.







Programmatic Environmental Impact Report

The General Plan Program Environmental Impact Report (PEIR) responds to the requirements of the California Environmental Quality Act (CEQA). The PEIR analyzes of the environmental effects of the proposed General Plan. Fortuna's Planning Commission and City Council used the PEIR during the General Plan Update process to understand potential environmental effects associated with implementing the General Plan.

Public Outreach

When a general plan is written or amended, State law requires that the planning agency provide opportunities for involvement of public agencies, public utility companies, community groups, and the general public through public hearings or other methods.

Since public input is vital to the successful implementation of any general plan, the City of Fortuna made a considerable effort to involve the public throughout the process. The public provided City staff and the General Plan consultants with direction at key points throughout the General Plan Update effort. The public's input, especially in terms of their identified values and vision statement, served as the foundation from which City staff and the consultants developed goals, policies, and programs.

The General Plan outreach program included a series of community workshops, a Community Advisory Committee, a General Plan website, printed and electronic newsletters, and two community surveys. The details of these outreach efforts are described below.

Community Workshops

The City hosted five community workshops throughout the General Plan Update process. Approximately 650 people attended. The City summarized the results of each workshop and posted them on the General Plan website. The objectives for each workshop are described below.

Community Workshop #1

On November 10, 2005, approximately 135 people met at the River Lodge Conference Center. The primary purpose of the workshop was to explain the General Plan Update process as

well as gain feedback from the community on what the community thought were the big-picture issues for the General Plan Update. The workshop ended with an interactive session where participants identified what they liked about the community, what they didn't like, and what specific issues that should be addressed in the General Plan.



Community Workshop #2

On March 6, 2006, Fortuna residents gathered at the River Lodge Conference Center. Over 130 people attended the workshop, many of whom were first-time workshop participants. The purpose of the workshop was twofold: 1) to provide an overview of the Draft Background Report; and 2) to have citizens use their local knowledge to provide information about key General Plan areas. Participants broke into 12 planning teams to address six focus areas (each focus area was represented by 2 teams). City staff determined that these areas were of special importance to the city and needed closer attention. After a brainstorming session, the planning teams provided a better local understanding of the existing conditions for each of the following six focus areas: Riverwalk and Mill Districts, Main Street/Downtown, Fortuna Boulevard, Rohnerville, and the Rohnerville Airport area.

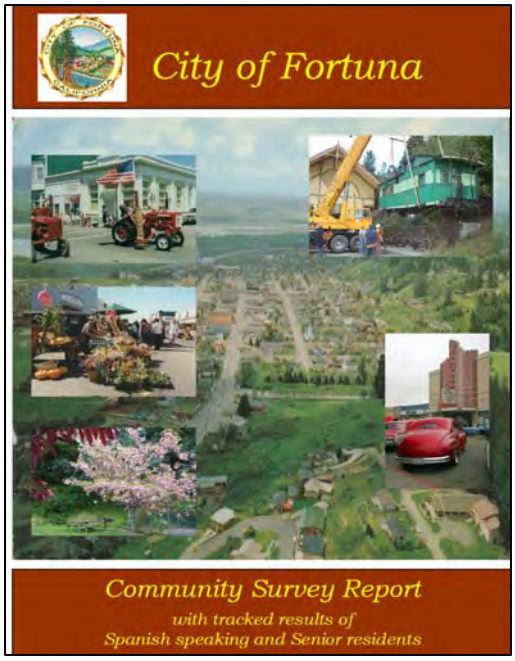




Community Workshop #3

On May 3, 2006, approximately 150 citizens gathered at the River Lodge Conference Center. Similar to Workshop #2, participants once again became planners for the day and used a variety of tools (e.g., maps, workbooks, survey forms) to plan for Fortuna's





future. Participants divided into 13 planning teams, each selecting one of the six focus areas. The teams identified a vision and recommended land uses for each focus area.

Community Workshop #4

On June 29, 2006, approximately 130 citizens gathered at the River Lodge Conference Center. The purpose of Workshop #4 was to review and evaluate four development scenarios to assist City staff and the General Plan Consultants in developing three land use alternatives. The workshop began with a presentation describing four land use scenarios. The attendees broke into 13 groups and reviewed a workbook and maps. After discussing views within their group, each group evaluated the scenarios and presented its comments to all the attendees.

Community Workshop #5

Residents of Fortuna assembled on November 30, 2006, at the River Lodge Conference Center to discuss the future of their community. This workshop focused on reviewing and providing comments on three conceptual land use alternatives. This workshop gave residents an opportunity to provide feedback on their preferred alternative to guide Fortuna's growth to the year 2030.



Citizen's Advisory Group

The City Manager formed a Citizen's Advisory Group (CAG) to help in General Plan development. This advisory group served as a sounding board for City staff and the Consultants during the update process. While not a decision-making body, the CAG's input served as an additional review for all key documents. The Consultants also documented specific comments expressed by the CAG that could be considered policy issues. Many of their suggestions have been incorporated into the Policy Document.

Community Surveys

As part of the General Plan Update, the City prepared two community surveys to target and engage historically underrepresented groups (i.e., Spanish-speaking residents, senior citizens, and Fortuna Union High School juniors and seniors) in the planning process. These surveys are described below:

Community Survey #1: Spanish-Speaking & Senior Residents

The City's first community survey gathered input from Spanish-speaking and senior residents in Fortuna. A total of 242 valid surveys were collected, 108 completed by senior citizens and 50 by Spanish-speaking residents. Additionally, 84 surveys were completed by the community at large. The findings from this survey were summarized in a report. The findings became part of the foundation on which the General Plan policies were developed.

Community Survey #2: High School Survey

The City's second community survey gathered input from Fortuna High School juniors and seniors. This City targeted this group because they are likely to be impacted by development in Fortuna over the next two decades. Similar to the Spanish-speaking and Senior Residents Survey Report, the findings of the High School survey were summarized in a report and used in the development of policy for the General Plan Update.

Website

The General Plan Update website provided a one-stop location to get the latest information on the progress of the process. The website provided up-to-date information on upcoming events and allowed residents to download copies of meeting minutes/agendas and documents/reports.

Newsletters

During the General Plan Update, the City published three newsletters that provided an overview of the progress being made and the direction being pursued. The newsletters were posted on the General Plan Update website and distributed throughout the community and at the community workshops.

Joint Study Sessions

The City hosted several joint study sessions with the Planning Commission and City Council throughout the Update process. These study sessions allowed the Planning Commission and City Council to provide direction to City staff and the Consultants at key points in the process.

Public Hearings

The City held numerous formal public hearings with the Planning Commission and City Council to consider the General Plan and PEIR.





Fortuna General Plan

DEFINING THE FUTURE

Newsletter One
November 2005



The General Plan is Fortuna's most important document in determining what the City will look like and how it will function over the next 25 years. Also, it will ultimately affect where you work, live, and play. By participating in the Update process, residents, business persons, and landowners will have a unique opportunity to contribute in creating a vision for Fortuna's future.

What is a General Plan?

Every city and county in California is required by state law to prepare and maintain a planning document called a general plan. A general plan is designed to serve as the jurisdiction's "constitution" or "blueprint" for future decisions concerning land use, infrastructure, public services, and resource conservation. All specific plans, subdivisions, public works projects, and zoning decisions made by the City must be consistent with the General Plan.

A general plan typically has three defining features:

- **General.** As the name implies, a general plan provides general guidance that will be used to direct future land use and resource decisions.
- **Comprehensive.** A general plan covers a wide range of social, economic, infrastructure, and natural resource factors. These include topics such as land use, housing, circulation, utilities, public services, recreation, agriculture, biological resources, and many other topics.
- **Long-range.** General plans provide guidance on reaching a future envisioned 20 or more years in the future (the proposed General Plan will look out 25 years to the year 2030). To reach this envisioned future, the updated General Plan will include policies and actions that address both immediate and long-term needs.

The City of Fortuna has begun the process of updating its General Plan, which was last updated in 1993. The General Plan Update program will:

- Provide the public opportunities for meaningful participation in the planning and decision-making process;
- Provide a description of current conditions and trends shaping Fortuna;
- Identify issues, opportunities, and challenges that should be addressed in the General Plan;
- Explore land use and policy alternatives;
- Ensure that the General Plan is current, internally consistent, and easy to use;
- Provide guidance in the planning and evaluation of future land and resource decisions; and
- Provide a vision and framework for the future growth of the city.







COMMUNITY VISION & VALUES

During the 2005–2010 General Plan Update effort, the City identified community values to help develop a vision for Fortuna over the next 25 years. These visions and values were generated through an extensive, two-year public participation program. These value/vision statements provided the foundation upon which policies and programs were developed. Public input was obtained through a series of community workshops, public hearings, and community surveys and through feedback from the CAG. These visions and values are described as follows.

- The community deeply values its long and unique history and small-town character/atmosphere.
- The community strongly desires a balanced community where they can live, work, play, and shop.
- The community supports controlled growth that is adequately served by public services and infrastructure.
- The community supports mixed use, infill, and sustainable development.
- The community values its many scenic resources, including views of the Eel River and surrounding valley, rustic agricultural lands in the south, and collection of state and national parks in all directions.
- The community strongly values its history and local culture.
- The community would like to establish a dynamic waterfront that is easily accessible, offers scenic and recreational opportunities, and provides development complementary to the riverfront.
- The community recognizes Downtown as an established city center that should remain as the social, institutional, and economic heart of the city.
- The community feels that all residents should have convenient access to parks and recreational, community, and public facilities and services.
- The community desires economic growth and diversity, particularly through local businesses, retail development, and other employment opportunities that will provide city residents with a living wage.
- The community supports the creation of an extensive open space/trail network along the Eel River and creeks throughout the city.

City of Fortuna's Mission Statement

"The City of Fortuna's mission is to be worthy of the public trust by providing timely, efficient, well planned, and dependable services to the community."



What Is an Issue?

"Issue" is defined as an important unsettled matter or problem that needs to be resolved.





- The community desires a multi-modal transportation system (i.e., roadways, bike paths, sidewalks) that will provide strong connectivity among neighborhoods and districts, is free of congestion, provides convenient transit opportunities, and greater safety for pedestrians and motorists.
- The community wants to ensure that the city is free of significant safety concerns, such as landslides, flooding, dangerous intersections, and criminal activity.

KEY ISSUES

Early in the General Plan Update, the City identified a lengthy list of issues as part of the Issues & Opportunities Report concerning Fortuna's land use, development, resources, and environmental quality. Many of these issues are defined by State planning law, while others reflect purely local concerns. Typically, in general plan update programs, the plan revolves around and is shaped by a handful of key issues or concerns. These most often concern growth, land use, economic development, transportation, or urban design. The Fortuna General Plan revolved around the following key issues:



Maintaining Small-Town Character

Throughout the General Plan Update process, the community consistently identified "small-town character" as one of the things that they liked most about living in Fortuna. For most people in the community, "small-town character" can be defined as a place: that has an involved community, that encourages a connection between residents and the traditions of the community, and where people strive for what is best for the entire community.

It is clear that residents feel Fortuna has distinctive and unique characteristics that provide them with a sense of place. This strong sense of place usually translates into a sense of civic pride, as well as a cohesive community fabric. Communities with a strong sense of place exhibit the values of their residents reflecting the unique historical, cultural, economic, and geographical context of the area.

However, two forces may challenge this identity. First, the city is growing relatively quickly for a North Coast community. Between 1980 and 2005 Fortuna's population grew at an average annual rate

of 1.6 percent, twice as fast as the county's growth rate. Assuming this rate continues, Fortuna will grow from 11,500 residents in 2005 to 16,730 residents by 2030. Second, workshop participants expressed strong interest in pursuing more employment and shopping opportunities, including regional commercial uses. Projected population growth, along with new employment and commercial uses, may, if not carefully planned, create impacts that potentially erode the city's small-town fabric.



City Center

A critical issue during the General Plan Update was determining which areas of the city should serve as the social and economic "heart" of the community. The heart of any city should have a concentration of pedestrian energy, vitality, and activity. Many residents who attended the community workshops expressed a desire to concentrate development activity in three centrally-located areas: 1) Main Street/Downtown; 2) the Mill District; and 3) the Riverwalk. Not having a clear focus for the city's center and trying to accomplish too much in too many areas could compromise the City's overall development and redevelopment goals.

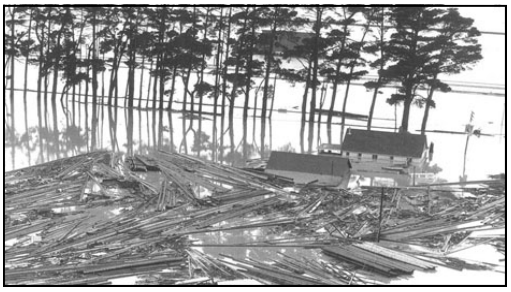
Lack of Shopping Opportunities

A major theme that emerged from the General Plan Update community workshops was the desire for more shopping opportunities. Many residents wish to avoid a round trip of 40 minutes to Eureka to do their shopping. In addition to increased convenience, residents expressed the view that capturing sales tax revenue was important for maintaining the City's fiscal stability. However, participants also expressed concern that the scale of new commercial development could diminish Fortuna's small-town quality.



Weak Relationship between the City & the Waterfront

The Eel River is one of the city's most important visual, environmental, and recreational resources. However, Highway 101 was constructed through the western portion of the city, essentially cutting off this important resource from the rest of the community. At the time of General Plan adoption (2010), convenient pedestrian and bicycle access to this area from the east side of the highway is limited. The River Lodge is the only structure that has taken advantage of the area's unique features through its landscaping and building design and orientation.





Changing Demographics

Significant changes in Fortuna's demographics over the last 10 years (1995 to 2005) will significantly affect the City's ability to adequately provide services. Service-dependent populations, including school-aged children and seniors, have grown. Based on 2000 Census data, Fortuna has both a larger proportion of residents under age 18 than the county overall (26 percent compared to 23.2 percent) and a larger proportion of residents over age 64 (17.3 percent compared to 12.5 percent). Since 1995, there has been an influx of large households (five or more occupants) and retired seniors. In addition, the number of Spanish-speaking residents has rapidly increased. As of 2005, approximately 25 percent of the Fortuna school-age population speak English as a second language.

Flood Potential

The southern part of the Planning Area has been susceptible to significant flooding. Following the 1955 flood, Army Corps of Engineers constructed the three-mile long Sandy Prairie Levee to the 1955 high-water mark. In 1964, the city experienced a flood that overtopped the levee and caused catastrophic damage in the Eel River basin. The levee has not been reconstructed to the 1964 high-water mark, leaving the potential for future flood damage in the southern part of the Planning Area.



In addition, increased development in Fortuna has aggravated flooding problems in the surrounding watersheds (i.e., Strongs Creek, Rohner Creek, Jameson Creek and Hillside Creek drainages) due to higher runoff from expanded impervious areas, as well as man-made and natural debris.

Lack of Employment Opportunities

Over the past several decades, Fortuna has seen a steady decline in one its biggest employment sectors – the timber industry. Triggered by the closing of two local mills since 2003, the City has examined how it can redefine itself economically. Fortuna has struggled to attract higher-paying employers. For instance, in 2006, Fortuna fell behind the rest of the county in terms of the share of its workforce employed in managerial, professional, and specialty occupations. As of 2006, Fortuna's workforce lacked the skills and educational background sought by many industries. Based on 2000 census data, Fortuna lagged behind the overall county in terms of its share of residents with a bachelor's, graduate, or professional degree. According to the Council on Competitiveness (2005), when asked to

identify what would disqualify a region for new corporate investment, key factors listed included a shortfall of talent, poor communications infrastructure, a poorly educated workforce, and low quality of life.

Housing Needs



During the 2006 General Plan Update community workshops, attendees identified housing affordability and the need for a variety of housing types (e.g., senior housing) as key issues facing the city. Given rising housing prices statewide and the aforementioned demographic changes, the City was forced to reexamine whether it needs to provide a greater range of housing opportunities and choices. According to the 2000 Census, approximately 90 percent of the city's housing stock consists of single-family homes. The General Plan now strives to meet housing needs by encouraging housing types that meet community needs, such as senior housing, residential mixed use (found in the Downtown), townhouses, apartments, and second dwelling units.

Hillside Development Safety

Due to a diminishing area of available infill land and the desirability of hillside living, a number of subdivisions have been built on slopes in the northern and eastern parts of the city. Because most of the favorable, stable ground has been built upon, future development may continue to encroach on steep areas that are unstable. Since Fortuna is located in a seismically active region, strong ground shaking could pose significant hazards to hillside development. More specifically, there is the potential for liquefaction because most of the lower areas of the city consist of alluvial soils. However, the degree of this hazard is poorly understood due to a lack of available data. These liquefaction hazards create significant safety concerns for hillside development.





Stream Corridors/Riparian Areas

Fortuna has a number of riparian corridors -- Palmer Creek, Rohner Creek, North Fork Strongs Creek, Strongs Creek, Mill Creek, and Jameson Creek -- that provide natural drainage for the surrounding watershed, filter pollutants, recharge the groundwater supply, and provide important riparian habitat critical for wildlife, including State or Federally listed threatened or endangered species. These riparian corridors face several challenges (e.g., urban development encroachment, livestock trampling, natural and man-made debris that can inhibit flow through channels) that may increase flood risks and compromise their ability to support wildlife. Because the 1993 General Plan did not contain policy language regarding special protection for these corridors, this became a significant issue during the 2005-2010 General Plan Update.



Protection for Scenic Resources

The city has a number of scenic resources adding to its charm and overall quality of life. Scenic beauty is also a major attraction for tourists. Fortuna's scenic resources include views of the Eel and Van Duzen Rivers, forested hillsides, wide expanses of agricultural land, the Rohnerville Plateau and bluffs, and long-range views to coastal ranges south and west of the Planning Area.

At the time of the 2005-2010 General Plan Update, the City did not regulate development to ensure that future development would not tarnish the scenic resources that are fundamental to Fortuna's quality of life. In addition, the City had no development standards, design guidelines, subdivision design guidelines to protect scenic corridors or viewsheds, or provisions for greenbelts, buffers or other applicable visual scenic ordinances to protect natural scenic resources.

Park & Recreation Facilities

As of 2010, the City had an abundance of park facilities, including 55-acre Rohner Park and 20-acre Newburg Park. However, the Rohnerville/Campton Heights area lacked conveniently located parks and recreation facilities to serve local residents.

Architectural Quality of New Development

Concern about the architectural quality of new development arose during the General Plan Update process. In most cases, this concern was related to the appearance and design of development (i.e., architectural and landscape design). Local governments have a variety of techniques available to influence community appearance. The City of Fortuna has a design review process for development proposals, but lacks specific design guidelines that it can follow to ensure consistency and provide clear and straight-forward guidance for applicants.

Dependence on the Automobile

According to the 2000 Census, the predominant mode of transportation (92 percent) for city residents is in a single-occupant motorized vehicle. Working at home and walking represent three percent each, and bicycling and "other" trips comprise the just two percent. Sixty-eight percent of all commuter trips are by single occupant vehicle while carpooling accounts for twelve percent of commutes. Rising gas prices and a growing senior population have created significant mobility challenges for a community dependent on the automobile.



Pedestrian & Bicycle Circulation System Challenges

Although many parts of Fortuna are easily navigable by pedestrians, there are significant deficiencies in the overall pedestrian circulation system. Existing sidewalk gaps, barriers (e.g., utility poles), and missing pedestrian amenities impede walking along many of Fortuna's commercial corridors. These commercial corridors provide access to daily destination locations such as shopping, work, schools, and transit. Gaps in the network of sidewalks can pose serious problems for children, seniors, and the disabled. In addition, limited pedestrian access across Highway 101 restricts pedestrian travel between Fortuna's east and west sides. Since several motels are located west of Highway 101, this condition restricts visitor access to restaurants and services.



What Is an Opportunity?

"Opportunity" is defined as unique, favorable, or advantageous conditions within the City's Planning Area that the City can capitalize on through the General Plan process.



CITYWIDE OPPORTUNITIES

Despite the challenges described previously, Fortuna has several opportunities to exploit over the life (2010-2030) of the General Plan. However, due to fiscal and economic limitations, the City cannot capitalize on all of the opportunities identified. Therefore, the City will have to make important choices as to which opportunities listed below can be realized as with its vision for the city.

Mill District

Fortuna's greatest opportunity during the General Plan's timeframe will be the development of the former Pacific Lumber Company mill site. This site provides a once-in-a-lifetime opportunity for the city for several reasons: 1) it is a large contiguous infill site (73 acres) under single ownership; 2) it is centrally located and proximate to both Downtown and Riverwalk; 3) it has good freeway access with off-ramps at both the northern and southern boundaries; 4) it is located next to Fortuna Boulevard; 5) it requires minimum extension of infrastructure; and 6) it is located adjacent to Strongs Creek. Its primary drawback is the need for an unknown amount of environmental remediation due to contamination from previous industrial uses.

The former mill property in conjunction with properties bordering Newburg Road and Fortuna Blvd. form the Mill District. This district provides the City with an opportunity to create a well-planned and well-designed development that respects the existing character of the community, is pedestrian-friendly, and is connected with surrounding neighborhoods and districts.

Downtown Revitalization

The role of Downtown Fortuna has changed through the years. Downtown has had to adapt to changing economic conditions including the opening of the Bayshore Mall in Eureka, and severe damage from the 1992 earthquake. Despite these challenges, Downtown, with the help of recent revitalization efforts, shows new signs of life. Downtown has maintained its historic character, despite cosmetic makeovers in the 1950s and 1960s that removed or covered many of the historic architectural details. Despite a few drawbacks, the Downtown has served an important civic,



commercial, and recreational role and has contributed to the city's overall identity.

Downtown's economic survival rests largely upon its ability to attract activity beyond standard business hours. There is an opportunity to increase the number of restaurants in Downtown to help keep it a viable daytime and nighttime location for central Humboldt County. For instance, the extraordinarily-wide sidewalk on South Main Street provides opportunities for outdoor dining. Additional mixed-use development can help extend pedestrian activity in the evening hours.

Creation of a Dynamic Waterfront Area



The City has real opportunities to build additional "economic energy" near River Lodge. The River Lodge Conference Center is a multipurpose community center that serves as the flagship building for a developing tourist complex on the south side of the Riverwalk area that currently consists of hotels, motels, restaurants, and commercial recreational uses (i.e., RV park). Surrounding scenic beauty, convenient freeway access, available vacant land, and the Riverwalk levee trail, combine to make this area a potential regional tourist destination and important source of sales tax revenue. The River Lodge could act as a catalyst for new development by

attracting additional hotels, restaurants, and commercial recreation facilities. The City has an opportunity to enhance tourism by improving access to the river, making aesthetic improvements (e.g., streetscape improvements), and ensuring quality building design that respects the natural environment.

Gateways

Gateways can convey a strong statement and favorable impression on travelers entering a community. Highway 101 provides convenient access to key areas of the city — such as Downtown, the Mill District, Fortuna Boulevard, and the Riverwalk area — providing several opportunities to create such gateways, using signs, landscaping, monuments, and streetscape improvements. Fortuna has a unique opportunity in that the freeway interchanges are not fully developed and could accommodate such improvements.

Rohnerville Airport-Related Employment



The airport is an economic development asset. There is potential for regular air freight and courier services at the airport to serve Fortuna and its environs. Currently (2010), air freight comes through Murray Field on the north end of Eureka due to delivery commitment times and its more-central location. If both Murray Field and the Arcata/Eureka Airport are fogged in, Rohnerville Airport becomes the option for airfreight pilots. Prospects for increased service-sector employment in the areas of information, business and professional services, finance, insurance, and real estate could be enhanced by the development of regular air freight and courier services at the airport. Expansion of Cal Fire operations at the airport might also bring more jobs to Fortuna. Finally, more private aviation, recreational aviation, or aviation tour businesses could be developed at the airport.

Riverwalk Pathway

The Riverwalk Pathway is located on the Eel River levee and provides outstanding views and vistas of the river, agricultural fields, and coastal hills. The Riverwalk Pathway and Overlook Park are important scenic and recreational resources for city residents. Since the existing walkway is only one mile in length, the City could focus on the enhancement of a public walkway along the Eel River levee using public and private grant funding connecting to a citywide trail system including a pedestrian and bicycle pathway

that extends from the Riverwalk Area to the Headwaters Forest along the Strong Creek corridor.



Pedestrian/Bicycle Corridors

Due to its surrounding topography and natural setting, Fortuna has a number of creeks that flow westward into the Eel River. These creeks run through nearly every part of the Planning Area and converge in the central part of Fortuna in the Riverwalk area. Creeks provide opportunities to develop bicycle/pedestrian paths that link nearly every part of the community. Because there are few designated bikeways on surface streets and gaps in the sidewalk network, pedestrians/bicyclists could use these corridors to travel throughout the city with minimal interference from roadways. A creekside trail system could link neighborhoods, connect every part of the city to the Downtown, provide greater access to the city's wildlife, and offer important recreational/exercise opportunities. In addition, such a trail system could be linked with the Riverwalk trail and potentially the railroad right-of-way, should that ever be converted to a trail.



CITY HISTORY

Fortuna's physical form reflects 125 years of growth and evolution.

One of Fortuna's previous names, "Springville," was a natural outgrowth of the Springville Mill, the first of several lumber mills within what is now the Fortuna Planning Area. When the first post office was built in the late 1870s, the name "Springville" had already been assigned to another community in California. In its place, the Postal Service used as the town's postal address the community's original moniker "Slide" referencing numerous landslides in the area.



According to historic accounts, the initial 16-lot plat of the town occurred in 1875. By 1880, the town had grown to 88 lots. These lots, located near the intersection of 11th Street (formerly 1st Street) and Main Street, were organized into a traditional rectilinear block and street pattern, as shown on the original town plat. This plat established the block and street pattern that expanded over the following 125 years and that defines the historic core of Fortuna containing the city's historic and contemporary central commercial district.





Historical records indicate that the handful of businesses occupied the initial commercial core including a slaughter house, a packing plant, a livery stable, general merchandise store, and a grist mill. Soon the town included saloons and a hotel, stage stop, and blacksmith shop. Like so many smaller cities in the west, Fortuna enjoyed the benefits of a "classic Main Street" where the center of commerce, culture, and community events were focused. The remnant portion of this historic area contains a substantial number of buildings that constitute a natural focus for revitalizing this important district within the city.

In 1884, the citizens of Springville (as they preferred to call their town) petitioned the California Legislature to change the name of the town to Fortuna. The legislature accepted the petition, and in 1888 the name on the Slide Post Office was changed to Fortuna. The name "Fortuna," meaning "good fortune," was selected due to its excellent location between the redwood forests and the Eel River Valley and proximity to the Pacific Ocean.



Another Eel River Valley community located just 2.5 miles to the south of Springville had been settled in the 1850s, predating the Slide/Springville/Fortuna settlement. Pioneer Henry Rohner opened a general store in 1849, and soon a small town was established. Originally known as Eel River Township, the town was later named Rohnerville after Mr. Rohner. Although many of the Eel River Valley residents had been originally drawn to California following the discovery of gold, most soon turned to farming and settled the rich agricultural lands of the Rohnerville area. By 1870, Rohnerville was the third largest settlement in Humboldt County. Although the current commercial core of Rohnerville is but a fraction of the original town, the residential community has survived and its identity is largely intact.

Land development and land use are inextricably linked to transportation. In the early development of the region, the steep topography, dense stands of timber, and the sheer size of the Eel River and its major tributaries limited overland vehicular transportation (both horse-drawn and internal combustion powered) to a system of roads that generally followed the valley floor and avoided major river crossings. As Eureka and Arcata emerged as major seaports, as well as the centers of political and economic power in the region, the road system linking Fortuna and Rohnerville to these ports was critical to the early growth of both towns. The early maps of the area suggest that this primary road

access generally preceded the historic alignment of U.S. Route 101.

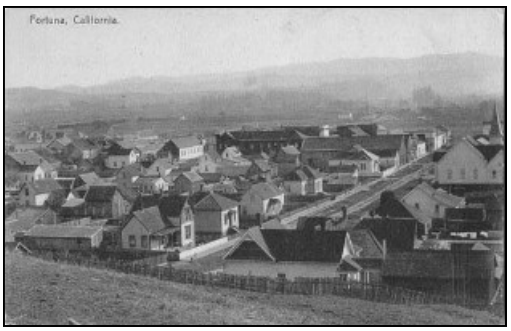


In 1906, the California Northwestern Railroad ran north from San Francisco for 152 miles, and the Eureka, Scotia, and Camp Five Railroad ran south from Eureka for a distance of 36 miles. Until a rail connection was completed, the 100-mile gap between the rail lines required stagecoach travel, followed by automobiles in the early 1900s. Rough topography and steep grades made the overland journey particularly difficult; mountain streams made the road impassible in winter and during spring runoff. Ferries were required at major river crossings.



Automobile stages, a precursor to the modern-day bus, arrived in 1908. When the highway was built through Fortuna in 1921, motorized vehicle travel and access to the region was greatly enhanced. By 1925, the West Coast Transit Company provided motor stage service from San Francisco to Portland. The company was subsequently sold to Greyhound lines in 1930.

Important secondary roads included an old stage road through the community that linked Hydesville and Ferndale. The stage road predated the Hydesville-Rohnerville Road that is still in use today. The Fernbridge Bridge, completed in 1911, facilitated travel between the Fortuna and Ferndale areas without being ferried across the Eel River. There were two major ferry crossings--the East Ferry landing located near the present day River Lodge and the Singley Ferry located near the foot of Drake Hill Road.



Finally, the Eel River also provided a transportation route during the settlement period. The riverboat Great Marie went as far as McCann, and the Poison Oak went up-river to Meyers Flat. These river boats were used to transport fruit (apples) and vegetables as well as passengers.



The timber industry was central to the economic development of Fortuna and Rohnerville. Timber harvesting, milling and shipping accounted for a major portion of the employment for the area for the 65-year period from 1865 – 1930. During the height of this natural resource economy there were approximately eight lumber mills in the area, each with an independent rail system.

The opening of the Panama Canal in 1915 led to a boom in the logging and lumber business, as markets for California redwood expanded to the East Coast. This heyday of the industry was



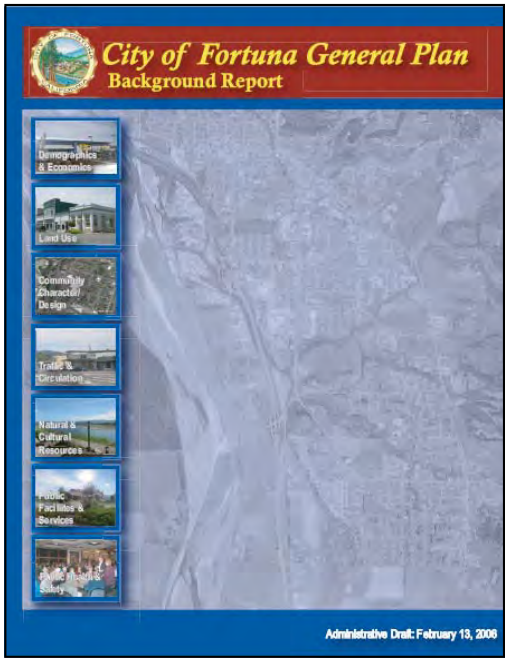


sustained until 1930 when the severe economic impacts of the Great Depression swept the country. The Newburg Mill closed in 1931 and was dismantled in 1934.

In addition to the timber and lumber industry, the area was widely known for its excellent agricultural lands, particularly for the production of vegetable crops, fruits (many apples from southern Humboldt and the Mattole Valley came through Fortuna by boat and wagon), and berries, as well as for the Eel River fisheries. The area most recently occupied by the Pacific Lumber Mill was once the location of a large "evaporator" or complex of drying sheds for drying apples. This local agricultural economic resource provided an important support for the logging and lumber industries that dominated the regional economy.

USE & ORGANIZATION OF THIS PLAN

As noted in the Introduction, the Fortuna General Plan consists of two documents: the General Plan Background Report and this General Plan Policy Document.



General Plan Background Report

The General Plan Background Report inventories and analyzes existing conditions and trends in the city of Fortuna and serves as the formal supporting documentation for General Plan policy. This report addresses the following:

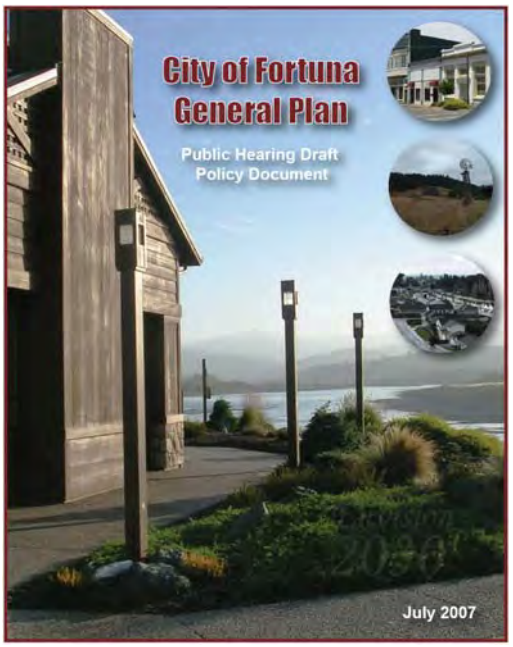
- Demographics & Economic Conditions,
- Land Use,
- Community Character/Design,
- Transportation & Circulation,
- Natural & Cultural Resources,
- Public Facilities & Services, and
- Public Health & Safety.

General Plan Policy Document

This General Plan Policy Document is divided into two parts. Part I is this Overview that summarizes the General Plan, describing the nature of the plan, highlighting key issues addressed, setting forth a vision of the city's development, and outlining the plan's main proposals. Part I does not constitute general plan policy, but rather is a guide to understanding and interpreting Part II of the Policy Document.

Part II is divided into 10 elements as follows:

State-Mandated Elements	Fortuna General Plan Elements
1. Land Use	1. Land Use
2. Circulation/Transportation	2. Economic Development
3. Housing	3. Housing
4. Open Space	4. Transportation & Circulation
5. Conservation	5. Natural & Cultural Resources
6. Safety	6. Parks, Recreation, & Open Space
7. Noise	7. Public Facilities & Services
	8. Health & Safety
	9. Community Design
	10. Administration & Implementation



Part II contains explicit statements of goals, policies, and implementation programs that constitute the formal policy of Fortuna for land use, development, and environmental quality.

Each section within an element includes goal statements relating to different aspects of the issue discussed in the element. Following each goal statement are policies that amplify the goal statement. Implementation programs at the end of each section briefly describe the proposed action, City agencies/departments with primary responsibility for carrying out the program, and the time frame for accomplishment. The Land Use Element also describes the designations appearing on the Land Use Diagram and outlines the legally-required standards of density and intensity for the land use designations. The Transportation & Circulation Element describes the proposed circulation system, including the street classification system.

To interpret and understand the City's overall land use and development philosophy, users of this Policy Document should remember that the goals, policies, and programs articulated in the Plan are as important, if not more so, than the Land Use Diagram. Accordingly, any review of development proposals must consider this Policy Document as a whole, rather than focusing solely on the Land Use Diagram or on particular policies and programs.

Understanding the Policy Document

Each element within the Policy Document contains goals, policies, and programs that will be used to guide future land use, development, and environmental protection decisions by the City. The following section defines these terms and provides examples of each.

Goal

A goal is a statement that describes in general terms a desired future condition or end state. A goal serves as a general direction-setter.

> *Sample Goal: To improve air quality through a regional approach and interagency cooperation.*

Policy

A policy is a statement that guides a specific course of action for decision-makers to achieve a desired goal. A policy must be clear and unambiguous. Examples below demonstrate what a policy statement looks like. In this General Plan, every goal has one or more policies associated with it. General Plan policies fall into several categories depending on the purpose they serve or how they are implemented.

Framing Policies: These are general policy statements that set out broad direction, much like a goal. These typically do not require a follow-up implementation measure.

> *Sample Policy*: *The City shall seek to minimize vulnerability of public facilities to natural and man-made hazards and threats.*



Consistency Standard Policies: These policies establish a basis for consistency findings in individual project reviews. They set a standard for approval or denial of a project or provide the basis for imposing conditions that would allow for the project's approval. These policies are "self-implementing" in that they do not require a follow-up implementation measure.

> *Sample Policy: The City shall not approve new noise-sensitive uses unless effective mitigation measures are incorporated into the design of such projects to reduce noise levels to 60 dB Ldn (or CNEL) or less within outdoor activity areas and 45 dB Ldn (or CNEL) or less within interior living spaces.*

Directory Policies: These policies commit the City to undertake a particular action. Generally, these require a specific implementation measure.

> *Sample Policy: The City shall support and participate in regional efforts to develop and implement a Highway 101 Corridor Plan. This plan shall incorporate an appropriate strategy for maximizing industrial, commercial, and tourism opportunities.*

This plan shall incorporate an appropriate strategy for maximizing industrial, commercial, and tourism opportunities.



Environmental Mitigation Policies: These policies serve to minimize or eliminate potentially-significant environmental impacts. Often these are identified through the environmental review process and cited specifically in environmental findings made under CEQA in approving the General Plan and certifying the Final EIR.

Sample Policy: The City shall limit development within areas that contain a moderate to high potential for sensitive habitat, and direct development into less significant habitat areas. Development in natural habitat shall be controlled so as to minimize erosion and maximize beneficial vegetative growth.



"Shall" versus "Should": Policies and implementation measures throughout the General Plan typically use the word "shall." The word "shall" indicates an unequivocal directive for the City.

Sample Policy: The City shall require landscaping to adequately screen new industrial uses to minimize visual impacts.

In a few cases, policies use the word "should." The word "should" signifies a less rigid directive, to be honored in the absence of compelling or contravening considerations.



Sample Policy: The City should coordinate with local utility providers to provide public education on energy conservation programs.

Although most policies use the word "shall," the language of the policy still often provides the City with flexibility in terms of how the policy is to be carried out.

Program

To help ensure that appropriate actions are taken to implement the goals and policies, the General Plan provides a set of programs that carry out Plan policies. Following the goals and policies for each topic area is a list of programs. Also noted are the City departments responsible for implementation and a timeline for action.

Programs should describe actions that are concrete and measurable,

Implementing the General Plan

Implementing the General Plan following its adoption requires a number of individual actions and ongoing programs involving virtually every City department, special district (i.e., redevelopment areas), nonprofit organization, and many other public agencies and private organizations. The legal authority for these various actions and programs derive from two essential powers of local government: corporate and police powers. Using their corporate power, local governments collect money through bonds, fees, assessments, and taxes, and spend it to provide services and facilities such as police and fire protection, streets, water systems, sewage disposal facilities, drainage facilities, and parks. Using their police power, local governments regulate the use of private property through zoning, subdivision, and building regulations in order "to promote the health, safety, and welfare of the public." The General Plan provides the formal framework for the exercise of these powers by local officials.



To ensure that the policies and proposals of the General Plan are systematically implemented, State law since the early 1970s has increasingly insisted that the actions and decisions of local government concerning both its own projects and the private projects it approves are consistent with its adopted general plan. The courts have supported and furthered this trend through their interpretations of State law. Fortuna is a charter city that, through its charter, has opted to comply with the same provisions as General Law cities requiring consistency between the General Plan and the Zoning Code. Local government approval of subdivisions must be consistent with the General Plan. Local public works projects must be consistent with the General Plan. The same is true for development agreements, redevelopment plans, specific plans, and many other plans and actions of cities and counties.

The implementation of the various policies and programs identified in this Policy Document assumes that the City has or will have the financial means and ability to both implement and sustain the cost of policies and programs, as well as the total accumulative cost of implementing all of them.

Revising & Amending the General Plan

The General Plan is a long-term document with a planning horizon of 25 years. To achieve its purposes, the Plan must be flexible

enough to respond to changing conditions, while being specific enough to provide predictability and consistency in guiding day-to-day land use and development decisions. Over the years, conditions and community needs change and opportunities arise; the Plan needs to keep up with these changes and new opportunities. Every year, the Planning Commission shall review the Plan's implementation programs to assess the City's progress in carrying out the Plan. Every five to ten years, the Plan shall be thoroughly reviewed and updated as necessary. From time to time, the City will be asked to consider proposals for specific amendments to the Plan. The City will initiate some of these proposals itself, but most will be initiated by private property owners and developers. Most general plan amendments involve changes in land use designations for individual parcels. State law limits general plan amendments to four times per year, but each amendment can include multiple changes. Like the adoption of the General Plan itself, general amendments are subject to environmental review, public notice, and hearing requirements and must not create inconsistencies with other parts of the Plan.





Land Use

Although Fortuna has been affected by the decline of its economic lifeblood, the timber industry, the City has tremendous opportunities to reinvent itself. To do so, the City must enhance its existing strengths (e.g., picturesque natural setting, historic downtown, small town atmosphere), as well as accommodate the city's many physical constraints.

These constraints present unique challenges in planning for future growth within the community. They include the Eel River and its floodplain on the western and southern part of the Planning Area, steep topography on the eastern side of the city, airport safety zones in the south, and a limited amount of available and developable land. In the future, infill and redevelopment will likely be the primary means for accommodating future growth.

Therefore, the focus of this element is on working within those physical constraints to enhance the best qualities of the existing districts within the community.

Fortuna has several districts that can be redeveloped to meet the various strategic dimensions necessary for Fortuna to achieve such a goal.

This Land Use Element designates five focus areas -- Fortuna Boulevard, Downtown, Riverwalk District, Rohnerville, and the Mill District.

Focus area and annexation sites are seen as key areas that will develop or redevelop through the life of the General Plan. Generally, these areas are underutilized, have obsolete uses, or offer unique opportunities to enhance the services and quality of the community.



INTRODUCTION

The Land Use Element outlines proposed land use patterns, policies and standards for future development and redevelopment. The element is divided into two major sections: the Land Use Diagram and the related land use classification system and standards; followed by goals, policies, and implementation programs for existing and future land use and development.

LAND USE DIAGRAM & STANDARDS

The most familiar part of any general plan is the land use diagram showing the type and location of existing and future development envisioned in the plan. The various designations shown in the diagram have associated uses and standards described in this element. The following sections describe the standards and outline the allowable uses for each of the General Plan Land Use designations shown on Figure LU-1.



Development Standards

The Land Use Diagram shows 17 land use designations that are defined in this subsection. State law mandates that general plans include standards of population density and building intensity for all of the territory covered by the plan. To satisfy this requirement, the General Plan includes standards for each of the land use designations appearing on the Land Use Diagram. These standards are stated differently for residential and non-residential development. Following are explanations of how these standards operate.

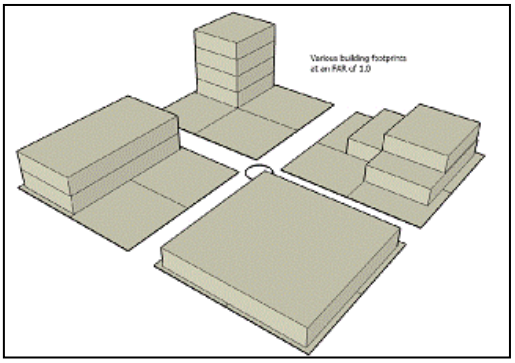
Residential Uses

Standards of population density for residential uses can be derived by multiplying the maximum allowable number of dwelling units per gross acre by the average number of persons per dwelling unit assumed for the applicable residential designation. Standards of building intensity for residential uses are stated as the allowable range of dwelling units per gross acre.

Non-Residential Uses

Standards of building intensity for non-residential uses in the General Plan are stated as maximum floor-area ratios (FARs). A floor-area ratio is the ratio of the gross building square footage on a lot to the net square footage of the lot.

For example, on a lot with 10,000 net square feet of land area, a FAR of 1.00 will allow 10,000 square feet of gross building floor area to be built, regardless of the number of stories in the building (e.g., 5,000 square feet per floor on two floors or 10,000 square feet on one floor). On the same lot, a FAR of 0.50 would allow 5,000 square feet of floor area, and a FAR of 0.25 would allow 2,500 square feet. The diagram to the right illustrates conceptually how buildings of one, two, and four stories could be developed on a given lot with a FAR of 1.00.



Land Use Designations

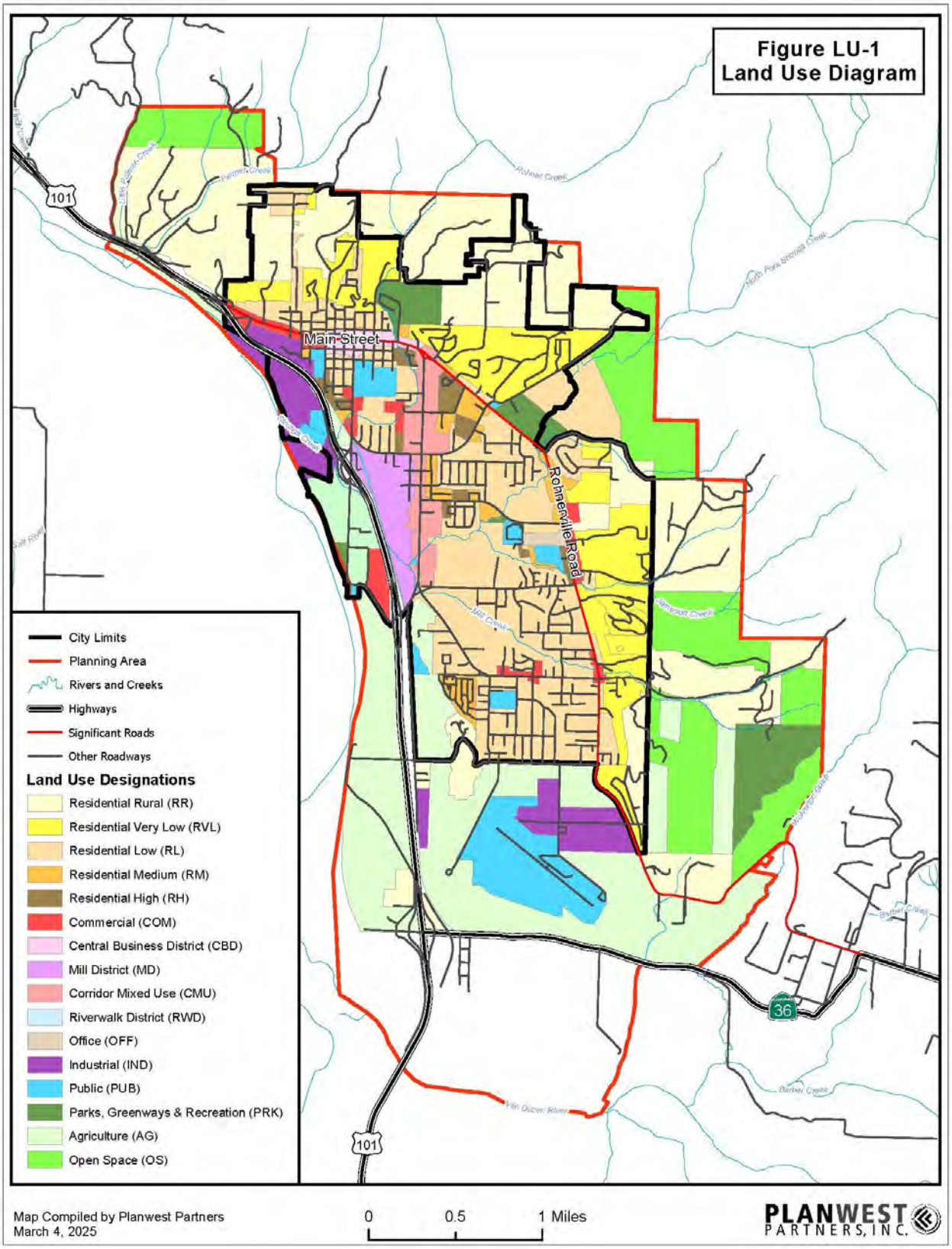
The General Plan includes a range of land use designations to depict the types of land uses that will be allowed in the General Plan Planning Area (see Figure LU-1).

Residential Rural (RR)

This designation provides for single-family detached homes, secondary residential units, public and quasi-public uses, and similar and compatible uses in a rural setting. Development in Rural Residential areas is generally limited due to extreme slopes, natural habitat, or other geologic and biologic constraints. Residential density shall be up to 1.0 unit per gross acre. The FAR for nonresidential uses shall not exceed 0.10.

Residential Very Low (RVL) Density

This designation provides for single family detached homes, secondary residential units, public and quasi-public uses, and similar and compatible uses adjacent to the city limits. Development in Very Low Density Residential areas should provide a buffer between urban areas of the city and steep slopes, natural habitat, or other geologically- or biologically-constrained areas. Residential densities shall be in the range of 1.1 to 2.9 units per gross acre. The FAR for nonresidential uses shall not exceed 0.30.


Figure LU-1
Land Use Diagram
Main Street
Rohnerville Road
101
36
City Limits
Planning Area
Rivers and Creeks
Highways
Significant Roads
Other Roadways
Land Use Designations
Residential Rural (RR)
Residential Very Low (RVL)
Residential Low (RL)
Residential Medium (RM)
Residential High (RH)
Commercial (COM)
Central Business District (CBD)
Mill District (MD)
Corridor Mixed Use (CMU)
Riverwalk District (RWD)
Office (OFF)
Industrial (IND)
Public (PUB)
Parks, Greenways & Recreation (PRK)
Agriculture (AG)
Open Space (OS)
Map Compiled by Planwest Partners
March 4, 2025
0
0.5
1 Miles
PLANWEST PARTNERS, INC.

Residential Low (RL) Density

This designation provides for single family detached homes, secondary residential units, public and quasi-public uses, limited neighborhood-serving commercial uses, and similar and compatible uses. Residential densities shall be in the range of 3.0 to 6.9 units per gross acre. The FAR for nonresidential uses shall not exceed 0.50.

Residential Medium (RM) Density

This designation provides for single-family detached and attached homes, secondary residential units, townhomes, condominiums, public and quasi-public uses, limited neighborhood-serving commercial uses, and similar and compatible uses. Residential densities shall be in the range of 7.0 to 14.9 units per gross acre. The nonresidential FAR shall not exceed 0.60.

Residential High (RH) Density

This designation provides for multi-family residential development that may include townhomes, condominiums, public and quasi-public uses, limited neighborhood-serving commercial mixed-use, and similar and compatible uses. Mixed-use development in this designation shall be predominantly residential. The commercial components will serve both the mixed-use residents and surrounding neighborhoods. Residential densities shall be in the range of 15.0 to 29.0 units per gross acre. The FAR for mixed-use development shall not exceed 0.80.

Commercial (COM)

This designation provides for neighborhood and locally-oriented commercial centers that may include retail and service uses, limited professional and administrative offices as part of a larger commercial center, public and quasi-public uses as part of a larger commercial center, and similar and compatible uses. The FAR shall not exceed 0.35.

Central Business District (CBD)

This designation defines an area of visual prominence in Downtown. To promote Fortuna's identity, aesthetics and design standards are needed to keep the Downtown attractive as a place to shop, work, and live. This designation is primarily commercial in nature and is intended to promote retail and office opportunities. High-density residential land use is also appropriate where it will promote, in a

coordinated manner with the commercial development, the purpose of this designation.

This designation provides for single-use and vertical mixed-use development that emulates the character and scale of Downtown. Uses may include retail and service establishments, restaurants, banks, entertainment venues, professional and administrative offices, residential units, public and quasi-public uses, and similar and compatible uses.

The FAR for mixed-use development shall not exceed 2.0. The FAR for non-residential uses within the CBD shall not exceed 1.0. Residential densities shall be in the range of 12.0 to 29.0 units per gross acre. Residential uses shall be subject to discretionary review and approval.

Mill District (MD)

This designation provides for single-use and vertical and horizontal mixed-use development that is well integrated and compatible with the surrounding community. Uses may include small- and large-scale light industry, retail and services, restaurants, entertainment venues, professional and administrative offices, residential units, compatible heavy industry, public and quasi-public, and similar and compatible uses.



The FAR for mixed-use development shall not exceed 2.0. The FAR for nonresidential uses shall not exceed 0.8. Residential densities shall be in the range of 7.0 to 29.0 units per gross acre.

Fortuna Boulevard - Corridor Mixed Use (CMU)

This designation provides for single-use and vertical and horizontal mixed-use development oriented toward Fortuna Boulevard. Uses may include retail and service establishments, restaurants, entertainment uses, professional and administrative offices, residential units, public and quasi-public uses, and similar and compatible uses.

The mixed-use development FAR shall not exceed 2.0. The nonresidential use FAR shall not exceed 0.8. Residential densities shall be in the range of 12.0 to 29.0 units per gross acre.

Riverwalk District (RD)

This designation provides for single-use and mixed-use development oriented toward the Eel River. Uses may include

retail and service establishments, hotels and conference centers, restaurants, entertainment venues, professional and administrative offices, public and quasi-public uses, and similar and compatible uses. The FAR shall not exceed 0.80.

Office (OFF)

This designation provides for offices, office parks, research and development firms, general commercial uses that cater to office uses as part of a larger office complex, public and quasi-public uses, and similar and compatible uses. The FAR shall not exceed 0.65.

Industrial (IND)

This designation provides for warehouses, light manufacturing related to research and development, general industrial uses, general commercial uses that cater to industrial, public and quasi -public uses, and similar and compatible uses. The FAR shall not exceed 0.35.

Public (PUB)

This designation provides for public facilities such as schools, hospitals, sanitariums, penal institutions, libraries, museums, government offices and courts, churches, meeting halls, cemeteries and mausoleums, public facilities, and similar and compatible uses. The FAR shall not exceed 0.35.



Parks, Greenways, & Recreation (PRK)

This designation provides for indoor and outdoor recreational uses, golf courses, equestrian uses, trails, and public/quasi-public uses. The FAR for nonresidential uses shall not exceed 0.10.

Agriculture (AG)

This designation provides for agriculture production, agricultural support industries, public/quasi-public uses, and similar and compatible uses. Residential densities shall not exceed 1 unit per 20 gross acres. The FAR shall not exceed 0.10.

Open Space (OS)

This designation provides for timberland management, habitat protection, irrigation canals, reservoirs, watershed management, public/quasi-public uses, and areas with public health and safety hazards such as floodways, steep slopes, and unstable soils. Such land areas may be publicly-owned or private property. The non-residential FAR shall not exceed 0.10 with no residential use.



GOALS, POLICIES, & PROGRAMS

This part of the Land Use Element is divided into the following sections:

- Citywide Growth & Development,
- Redevelopment,
- Interagency Coordination,
- Residential Development,
- Neighborhood Conservation & Enhancement,
- Commercial Development,
- Industrial Development,
- Community Facilities/Services, and
- Focus Areas.



Citywide Growth and Development

Goal LU-1

To ensure that Fortuna's future growth will proceed in an orderly manner, retain its small town character, and promote the efficient and equitable provision of public services.

Policies

LU-1.1 Historic Heritage. The City shall strive to preserve Fortuna's traditional small town qualities and historic heritage, while expanding its residential, retail, and employment base.

LU-1.2 General Plan Consistency. The City shall require that specific plans or site plans submitted to the City as a part of an application for land development must conform to the General Plan Land Use Diagram. The Planning Director shall make a determination of substantial conformance with the Land Use Diagram for every development application. If such a determination cannot be made, the application for development shall include a request to amend the General Plan accordingly.

LU-1.3 Specific Plans. The City shall encourage the use of

LU-1.3 Specific Plans. The City shall encourage the use of specific plans for large parcels within the city that would benefit from infrastructure enhancements and carefully-planned growth.

LU-1.4 Planned Development. The City shall encourage the use of planned development provisions in residential development, to provide flexibility, meet various socio-economic needs, and address environmental and site design constraints.

LU-1.5 Land Use Balance. The City shall promote the development of a healthy balance of residential, commercial, open space, institutional, and industrial businesses within the city.

LU-1.6 Infill Development. The City shall encourage infill development on vacant sites and reuse of underutilized parcels to minimize outward growth and reduce the cost of providing public services and facilities.



LU-1.7 Infill Incentives. The City shall establish incentives (e.g., streamlined permitting, specific plans, public-private partnerships) to encourage infill site development by private and/or non-profit housing providers.

LU-1.8 Hazard Avoidance. The City shall limit urban growth in areas with hazardous or nuisance conditions, such as noise, flooding, steep slopes, or unstable soils.

LU-1.9 Growth Improvements The City shall manage and improve facilities, infrastructure, and services to keep pace with both planned residential and commercial growth.

LU-1.10 Technological Change. The City shall monitor technological advances — such as, electric vehicle use increases, and new communications systems (e.g., cable and wireless access) in order to plan for changes that may affect land use.

LU-1.11 Leapfrog Development. The City shall discourage leapfrog development and development in peninsulas extending into agricultural and open space lands to avoid adverse effects on agricultural operations and open space.



LU-1.12 Growth Phasing. The City shall phase growth based on market forces; infrastructure-financing capacity; and timing of the design, approval, and construction of transportation facilities and other infrastructure.

LU-1.13 Annexation. The City shall encourage future urban development within the Planning Area to occur under the City jurisdiction. To this end, the City shall require that vacant unincorporated properties be annexed into the city prior to providing City services.

LU-1.14 Complete/Compatible Annexation. The City shall ensure that proposed annexations develop as complete neighborhoods or complementary extensions of existing neighborhoods and promote continuous open space.

LU-1.15 Annexation Timing. The City shall review annexation proposals based on what is most beneficial to the community, including the extension of services and considering development in adjacent incorporated areas.



LU-1.16 Municipal Service Review. The City shall update the municipal service review for proposed annexations to assess services adequacy and identify public services needed for growth.

LU-1.17 Annexation Agreement. The City shall require proponents of proposed annexations to enter into an agreement with the City outlining specific responsibilities for funding and expansion of facilities related to water, sewer, streets, and other specific improvements.

LU-1.18 Tax Revenue Sharing Agreements. The City shall work with Humboldt County to negotiate an equitable tax sharing agreement for annexation areas.

LU-1.19 Subdivision Map Act. The City shall comply with the provisions of the Subdivision Map Act., and any City subdivision ordinance.

LU-1.20. Multi-Modal Transportation Planning. The City shall work with HCAOG to incorporate findings and

recommendations of the ongoing Multimodal and Vibrant Neighborhood Planning Project, or other similar HCAOG planning efforts, to develop and implement policies and programs to be included in the City General Plan, or other appropriate plans, and projects related to the City's transportation system to reduce automobile dependency for local trips.



Programs

LU-1. The City shall monitor housing and population growth and regional growth projections and report annually to the City Council. Humboldt County Association of Governments (HCAOG) projects housing needs by income level for each jurisdiction in Humboldt County in the Regional Housing Needs Assessment (RHNA) plan.

Responsibility: Administration, Community Development
Time Frame: Ongoing

LU-2. The City shall use GIS technology to more accurately portray City infrastructure and to economize building and planning permit tracking.



Responsibility: Administration, Pubic Works, Community Development
Time Frame: FY 2010-2011, Ongoing

Redevelopment

Goal LU-2

To encourage the reuse and redevelopment of blighted or underutilized structures and areas to facilitate new growth and economic vitality.

Policies

LU-2.1 Blighted or Underutilized Areas. The City shall continue to support the efforts of its Redevelopment Agency in promoting the economic development of blighted or underutilized areas of the city.



LU-2.2 Shopping Center Enhancements. The City shall encourage the upgrading, beautification, revitalization, and appropriate reuse of existing commercial areas and shopping centers.

LU-2.3 Infill/Replacement Housing. The City shall collaborate with its Redevelopment Agency to promote Central Business District housing opportunities through infill projects and replacement housing.

LU-2.4 Infrastructure Improvements. The City shall provide for infrastructure improvements in older neighborhoods through redevelopment funding under the provisions of redevelopment law.

Programs

LU-3. Update Redevelopment Implementation Plan every 5 years per California Health and Safety Code.

Responsibility: Fortuna Redevelopment Agency
Time Frame: 2010 and every five years after



Interagency Coordination

Goal LU-3

To achieve maximum jurisdictional and agency coordination in all aspects of planning.

Policies

LU-3.1 Regional Planning. The City shall work with the Humboldt County Association of Governments and Humboldt County regarding regional planning efforts.

LU-3.2 Growth Coordination. The City shall coordinate growth and development with surrounding jurisdictions, LAFCO, transit providers, and the County to promote common goals.

LU-3.3 Uniform Land-Use Policy. The City shall continue to work with Humboldt County to develop a uniform land-use policy for urbanized lands in and adjacent to the city to avoid inconsistencies should these areas be annexed to the city.

Programs



LU-4. The City shall work with the County to develop and update City-County geographic information systems (GIS) layers to streamline review of building plans, subdivision requests, and other discretionary permits.

Responsibility: Administration, Pubic Works, Community Development
Time Frame: FY 2009-2010, Ongoing

Residential Development

Goal LU-4

To create land-use patterns that promote the residential character of the community, including quality housing development and balanced, harmonious land-use types.



Policies

LU-4.1 Residential Growth. The City shall support residential development at a manageable pace to achieve the City's fair share of regional housing needs and provide for orderly extension of infrastructure and public services.

LU-4.2 Range of Residential Densities. The City shall promote new residential development in a range of residential densities that reflects the positive qualities of Fortuna.

LU-4.3 Multi-Family Housing. The City shall encourage multi-family housing to be located throughout the community, but especially within or near major transportation corridors, Downtown, major commercial areas, neighborhood commercial centers, and employment centers.



LU-4.4 Residential Amenities. The City shall encourage residential communities to be designed with high-quality amenities by:

- Taking advantage of nearby resources to enhance public access to natural environments, where not detrimental to the natural resources;
- Planning to minimize residents' exposure to nuisances from noise, odors, heavy traffic; and

- Encouraging the development of pedestrian pathways that connect with schools, major and neighborhood commercial centers, and public transportation.

LU-4.5 Open Space. The City shall provide for open space in residential development in either private yards or common areas to partially meet the residents' recreational needs.

LU-4.6 Residential Use Compatibility. The City shall give special consideration to the setbacks for residential development proposed in the vicinity of HWY 101, arterial streets, existing industrial, airport, agricultural uses, and the Wastewater Treatment Plant (WWTP) to minimize noise and other impacts.

LU-4.7 Non-Residential Use Compatibility. The City shall permit recreational and educational uses, faith organizations, day and congregate-care uses, in residential areas when they meet development standards and protect neighborhood character.



Programs

LU-5. The City shall develop a set of noise attenuation measures, to reduce noise levels for proposed residential uses to within the City's 60 dB Ldn exterior and 45 Ldn interior noise standards. Noise reduction measures to include any combination of setbacks, berms, structural features, dual pane windows, noise-damping construction materials, or other measures.

Responsibility: Community Development
Time Frame: 2009-2010

LU-6. For new residential uses proposed directly adjacent to existing industrial, airport, agricultural and/or WWTP uses, the City shall require one of the following:

- Setbacks, berms and/or other features to limit noise, dust, light and odor impacts; or
- A public disclosure notice in the ownership deed and/or rental agreements stating that the residents may be subject to periodic noise, dust, light and/or odors

associated with adjacent uses, and that these uses shall be held harmless (e.g., not subject to any future nuisance claim) so long as they operate in accordance with applicable City, State and federal standards.

Responsibility: Community Development
Time Frame: 2009-2010

Neighborhood Conservation & Enhancement

Goal LU-5

To conserve and enhance the best qualities of existing neighborhoods as the city grows.

Policies

LU-5.1 Compatibility. The City shall ensure that land use and development decisions are not detrimental to the positive character and identity of Fortuna's existing residential neighborhoods.

LU-5.2 Infill and Reuse. The City shall encourage infill and reuse in existing neighborhoods that maintain the character and quality of the surrounding neighborhood and that does not negatively affect surrounding land uses.



LU-5.3 Clean-Up Campaigns. The City shall sponsor community volunteer clean-up campaigns.

LU-5.4 Code Enforcement. The City shall seek to eliminate incompatible land uses or blighting influences from residential neighborhoods through targeted code enforcement and other available regulatory measures.

LU-5.5 Nuisance and Fire Safety Enforcement. The City shall enforce City nuisance and fire safety ordinances for property and buildings that are eyesores and health and safety problems.

Programs

LU-7. The City shall develop and apply a compatibility formula for scaling (height relationship), landscaping, visually buffering



treatments, and incorporating noise attenuation for new non-residential development adjacent to existing residential uses.

Responsibility: Community Development
Time Frame: 2009-2010

Commercial Development

Goal LU-6

To designate adequate commercial land, compatible with surrounding land uses to meet the present and future needs of residents and visitors and enhance Fortuna's economic vitality.

Policies

LU-6.1 Strip Commercial. The City shall discourage creation of new strip commercial areas along arterial streets, to reduce traffic congestion and enhance the visual appearance of the city.

LU-6.2 Reinforce Vitality of Existing Commercial Centers. The City shall discourage isolated and sprawling commercial activities along major roadways and instead reinforce existing commercial center vitality.



LU-6.3 Development Buffers. The City shall require buffers as a means to reduce noise, trespassing, glare, or other annoyances, through methods such as landscaping and setbacks between new commercial development and residential areas. When establishing these buffers, the City shall also consider separation to reduce air quality impacts, from uses that generate emissions, on sensitive receptors.

LU-6.4 Commercial Land Inventory. The City shall strive to avoid creating an oversupply of commercially-designated land, to prevent the dilution or deterioration of currently viable commercial areas, as well as efforts to improve and extend Downtown.

LU-6.5 Medical Offices/Support Facilities. The City shall encourage medical offices and support facilities concentrated near Redwood Hospital.

LU-6.6 Commercial Use and Development Levels. To avoid overbuilding that could result in high vacancy rates, the City shall monitor commercial use development levels (square footage) within the City as well as track conditions relating to urban decay within Downtown and established shopping centers.

Programs

LU-8 Track new commercial development, pursuant to Policy LU -6.6, by Focus Area or City neighborhood as well as conditions relating to urban decay, in particular within Downtown and other shopping centers, in coordination with local associations and regional economic development organizations. Where urban decay or other indications of overbuilding or high vacancies are occurring, identify available or new City programs to limit urban decay, attract businesses, and encourage increased business activity. Report on development levels and where development is occurring, urban decay conditions, and other findings related thereto, to the Planning Commission and City Council as part of the annual General Plan annual report.



Responsibility: Community Development
Time Frame: Ongoing

Industrial Development

Goal LU-7

To designate adequate industrial land and promote uses that meet the present and future employment needs of residents.

Policies

LU-7.1 Minimize Nuisances. The City shall require that industrial development avoids creating or minimizes substantial pollution, noise, glare, odor, or other significant activity that would negatively affect adjacent uses and other areas of the city.

LU-7.2 Land Assembly. The City shall support the assembly of land for new industrial growth where the fragmentation of parcels and/or the limited size of existing parcels act as a deterrent to new industrial development.

LU-7.3 Clustering. The City shall encourage the clustering of industrial uses in areas that have common needs and are compatible in order to maximize their efficiency.

LU-7.4 Industrial Use and Development Levels. To avoid overbuilding that could result in high vacancy rates, the City shall monitor industrial use development levels (square footage) within the City as well as track conditions relating to urban decay.

Programs

LU-9 Track new industrial development, pursuant to Policy LU-7.4, by Focus Area or City neighborhood as well as conditions relating to urban decay. Where urban decay or other indications of overbuilding or high vacancies are occurring, identify available or new City programs to limit urban decay, attract businesses, and encourage increased business activity. Report on development levels and where development is occurring, urban decay conditions, and other findings related thereto, to the Planning Commission and City Council as part of the annual General Plan annual report.



Community Facilities & Services

Goal LU-8

To designate adequate community facilities land to meet the present and future needs of Fortuna residents and visitors.

Policies

LU-8.1 Faith Organizations. The City shall strive to accommodate faith organization space needs through appropriate zoning.

LU-8.2 Community Facilities. The City shall encourage the siting of facilities for child care, physically- and mentally-disabled persons, and the elderly compatible with community needs and land use and character. The City shall encourage such facilities to be located near employment centers, homes, schools, community centers, recreation facilities, and transit routes.

LU-8.3 Child Care Services. The City shall encourage uses and activities that increase the supply of child-care services in the community, in accordance with local and State building and zoning, health, and safety code requirements.

LU-8.4 Integrated Child-Care Facilities. The City shall encourage the development of child care facilities within commercial, office, and industrial areas as well as residential areas.

LU-8.5 Compatible Uses. The City shall ensure that child care facility proposals are compatible with surrounding land uses and proposed developments adjacent to existing child care facilities are compatible with continued child care operation.

LU-8.6 Child Care in School Facilities. The City shall continue to support the inclusion of child care facilities in both the planning of new school facilities and expanding or improving existing school facilities.

LU-8.7 Child Care by Right. The City shall continue to allow small child-care homes (i.e., up to eight children) by right in areas zoned for single-family residences.

LU-8.8 Large Child Care Permitting. The City shall require a discretionary permit for large child care homes (up to 14 children) to ensure that the proposed care home does not impose significant traffic, parking, spacing, concentration, or noise impacts to adjacent residential, commercial, or office uses.

Programs

LU-10. The City shall develop a formula for granting a bonus in density or intensity of use for commercial, industrial, and residential projects (of specific sizes) that provide child-care facilities.

Responsibility: Community Development, City Council
Time Frame: FY 2009- 2010



Focus Areas and Area Plans

Goal LU-9

To adequately address the unique planning and design needs of focus areas in Fortuna, which include Fortuna Boulevard (Thoroughfare Commercial), Downtown (Central Business District), Riverwalk District, Rohnerville, and the Mill District.

Policies

LU-9.1 Revitalization. The City shall work with focus area property and business owners to revitalize and enhance each area.

LU-9.2 Safety. The City shall promote the overall safety in identified focus areas (Downtown, Fortuna Boulevard, the Riverwalk District, Rohnerville, and the Mill District) through police visibility, increased lighting, and protection for pedestrians.

LU-9.3 Location of Employment-Generating Uses. The City shall encourage employment-generating land uses to concentrate in the following areas of the city: Main Street, the Mill District, Fortuna Boulevard, Redwood Hospital, and Rohnerville Airport.



Programs

LU-11. The City shall develop and adopt area plans for the Focus Areas.

Responsibility: City Council, Community Development
Time Frame: FY 2009-2010

Focus Area – Fortuna Boulevard

Goal LU-10

To enhance Fortuna Boulevard as a pedestrian-oriented corridor that creates a local destination for shopping and living.

Policies

LU-10.1 Area Development. The City shall encourage development along Fortuna Boulevard that results in new retail,

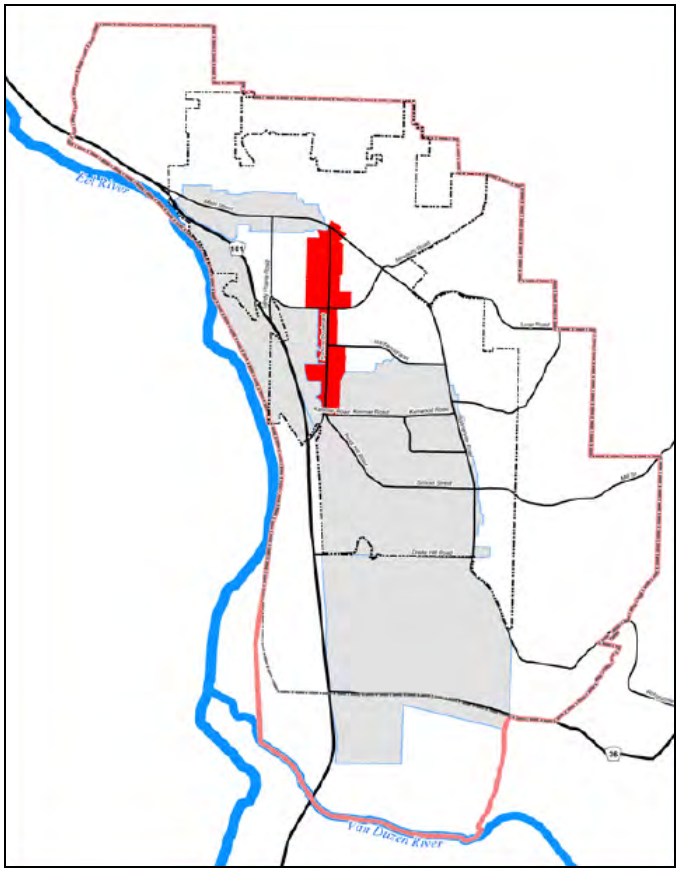
tourist-serving, commercial jobs and business opportunities and supports revitalization and more effective use of vacant and underutilized land.

LU-10.2 Business District. The City shall develop or design a "business district" for Fortuna Boulevard that allows three-story mixed-use buildings.

LU-10.3 Enhancements. The City shall strive to transform Fortuna Boulevard into a thriving, pedestrian-friendly, mixed-use corridor.

LU-10.4 Median Strip. The City shall treat Fortuna Boulevard's median strip as an important visual amenity by restricting the number of new left turn lanes, unless public safety is a factor.

LU-10.5 Median Strip. To enhance Fortuna Boulevard's identity as Fortuna's main thoroughfare, the City shall beautify its



Focus Area—Fortuna Boulevard

median strip through streetscape and landscape improvements , such as street trees, groundcover, and public art/monuments.

LU-10.6 Minimize Visual Impact of Parking. The City shall require the design of new commercial development to minimize visual impacts of parking areas along Fortuna Boulevard.

Programs

LU-12. The City shall conduct an inventory of parcels that are suitable for consolidation along Fortuna Boulevard to provide sufficient sites adequate for development of revenue-enhancing uses.

Responsibility: Community Development
Time Frame: FY 2009-2010

Focus Area: Downtown



Goal LU-11

To promote and preserve Downtown Fortuna as a local destination for shopping and living.

Policies

LU-11.1 Area Development. The City shall encourage adaptive reuse of buildings and development in Downtown that results in new retail, restaurant, and office business opportunities that promote a vibrant city core.

LU-11.2 Infill Development. The City shall encourage infill development on vacant or underutilized lots in Downtown to promote a vibrant city core.

LU-11.3 Business Expansion. The City shall create an environment that allows, encourages, and supports the expansion of existing businesses and attraction of compatible new businesses to the Downtown.

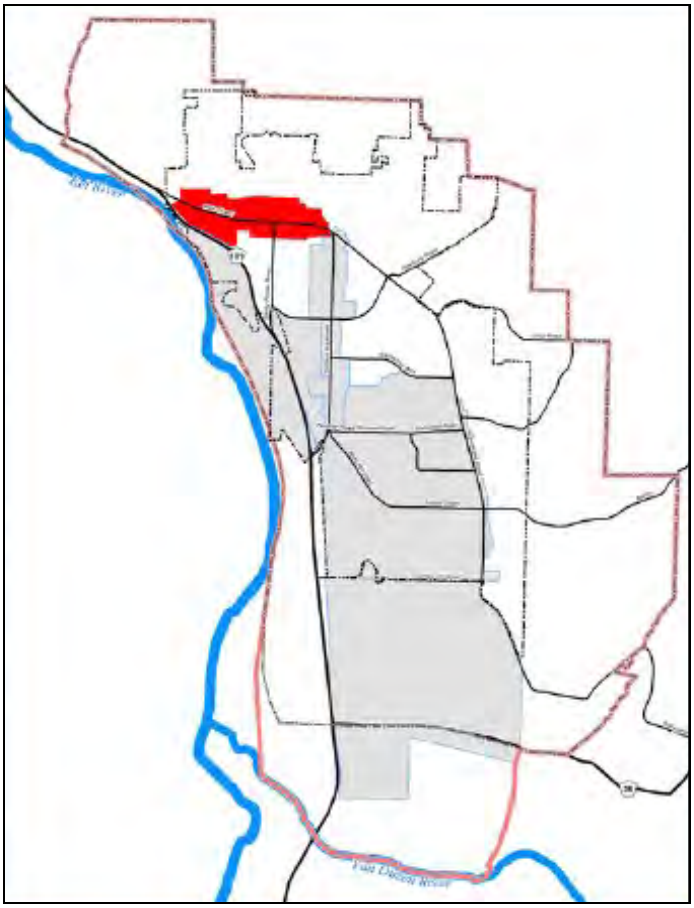
LU-11.4 Night-time Activities. The City shall strive to create more night-time pedestrian activity in Downtown.

LU-11.5 Housing. The City shall actively pursue the creation of significant new housing opportunities within and immediately adjacent to Downtown.

LU-11.6 Live/Work Units. The City shall encourage live/work development to locate in Downtown.

LU-11.7 Pedestrian Environment. The City shall create a distinctive and active pedestrian environment that supports Downtown as a unique destination.

LU-11.8 Outdoor Dining. The City shall maximize opportunities for outdoor dining to reinforce Downtown as a food and entertainment destination.



Focus Area—Central Business District



LU-11.9 Redevelopment. While respecting the rights of private property owners, the City shall support relocating incompatible uses out of Downtown to help develop a vibrant downtown for retail, office, and entertainment activities.

LU-11.10 Enforcement. The City shall continue to promote Downtown cleanliness and beautification through code enforcement and law enforcement presence.

LU-11.11 Revitalization. The City and/or its Redevelopment Agency shall continue efforts to revitalize Downtown to create a vibrant retail, business, and entertainment center.

LU-11.12 Traffic Circulation. The City shall strive to improve traffic circulation in Downtown to alleviate existing and projected traffic congestion, and allow for new office, retail, and residential development.

Programs



LU-13. The City shall amend the Zoning Ordinance to establish a Restaurant Overlay District in Downtown to encourage this type of business, including encroachment permits where sidewalk width would allow outdoor dining (e.g., east end of Main street).

Responsibility: Community Development, City Council, Administration
Time Frame: FY 2009-2010

LU-14. The City shall amend the Zoning Ordinance to establish a Live/Work Overlay District in the Downtown to encourage this type of business.

Responsibility: Community Development, City Council, Administration
Time Frame: FY 2009-2010

Focus Area: Riverwalk District

Goal LU-12

To promote and enhance the Riverwalk District as a local, regional, and tourist destination for shopping, recreation, lodging, conferences and civic/community activities.

Policies

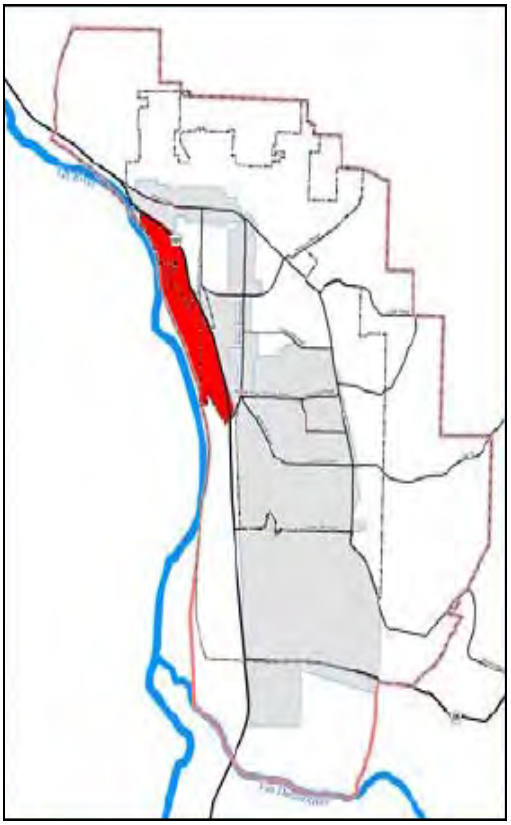
LU-12.1 District Development. The City shall encourage Riverwalk District development that supports tourism; creates retail, business, and recreational opportunities; and provides Eel River access.

LU-12.2 River Public Access. The City shall ensure public access for areas adjacent to the Eel River levee in an effort to promote greater recreational use.

LU-12.3 Eel River Trails. The City shall support development of new trails along the Eel River and improvements to existing river trails (e.g., benches, interpretive signs, accessibility).

LU-12.4 River Lodge. The City shall expand the River Lodge facility and strongly support the development of complementary uses within its proximity.

LU-12.5 Nonconforming Uses Relocation. While respecting the rights of private property owners, the City shall encourage the relocation of nonconforming uses in the Riverwalk District deemed incompatible with the successful promotion of tourist-serving businesses and facilities adjacent to highways and rivers in Fortuna.



Focus Area—Riverwalk District

Programs

None for this section.

Focus Area: Rohnerville

Goal LU-13

To preserve the unique character of the Rohnerville community and its historical and cultural resources.

Policies

LU 13.1 Rohnerville Historic Resources Evaluation. The City shall identify and evaluate the significance of Rohnerville historical and cultural resources including distinct sites, buildings, and structures.

LU 13.2 Rohnerville Historic Preservation. The City shall support restoration and preservation of significant Rohnerville historic buildings and sites.

LU 13.3 New Rohnerville Area Development. The City shall encourage new development in the Rohnerville Area be compatible with the historic community character.



Programs

LU-15. The City shall develop zoning standards that are unique to the Rohnerville area to retain the area's character and to protect historically significant structures.

Responsibility: Community Development
Time Frame: FY 2009-2010

Focus Area: Mill District

Goal LU-14

To provide a full range of community services that are served by a transportation network that serves commerce and encourages walking and cycling by making the experience pleasurable and efficient.

Policies

LU-14.1 Compatible Uses. The City shall ensure a flexible scale and range of compatible uses in the Mill District including industrial, retail, office, service commercial, recreation, and residential uses. Minimize potential land use conflicts within and

adjacent to the Mill District by applying appropriate land use designations and implementing appropriate development standards, buffer widths, and designs to minimize impacts from future development on existing and planned development in surrounding areas.

LU-14.2 Community Interaction. The City shall ensure the Mill District site plan promotes community activity and fosters a sense of neighborhood identity.

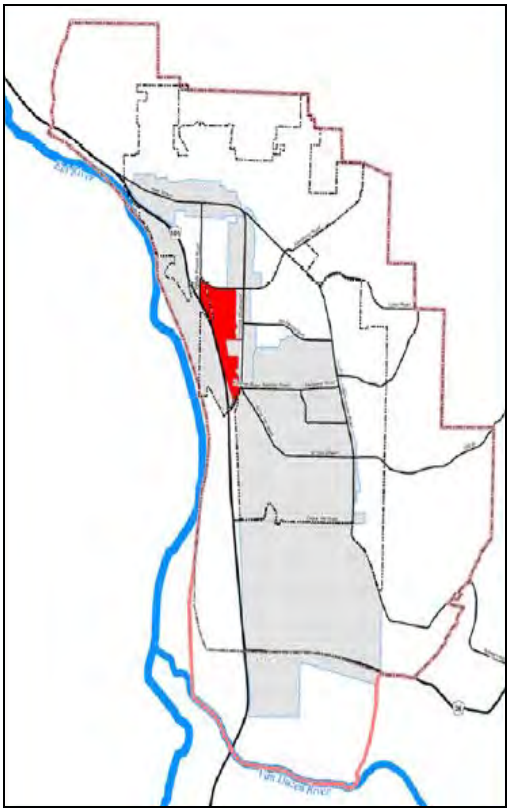
LU-14.3 Open Space. The City shall protect the floodway and creek buffer areas in the Mill District as Open Space and allow development elsewhere within the 100-year floodplain where it can be demonstrated that it will not have cumulative adverse impacts on or off site; provide for public access and trail development; apply 100 foot and 75 foot streamside setbacks from Strongs and Mill Creeks, respectively; encourage target FARs to be achieved with multi-story buildings; and encourage park development.

LU-14.4 Balanced Transportation. The City shall ensure a safe and convenient transportation system in the Mill District that includes public transit, bicycle and pedestrian facilities.

LU-14.5 Parking Standards. The City may permit reduced parking standards and/or on-street parking in the Mill District to reflect the increased intensity of development and accessibility by transit and other modes of travel.

LU-14.6. Encourage Residential Uses. To the extent feasible, the proposed developments within the MDSP Area and within a walkable 0.5-mile distance to the Mill District shall seek to incorporate residential uses to complement proposed non-residential uses within the Mill District in order to achieve a more balanced land use mix within the City of Fortuna.

LU-14.7. Active Transportation Corridor. The City shall work with the Fortuna Mill Commerce Center property owner and applicant for development within the MDSP Area to implement a Class I trail through the Mill District as part of the Great Redwood Trail and/or Strongs Creek Trail in order to provide a continuous active transportation corridor between Fortuna



Focus Area-Mill District

Boulevard and Newburg Road / 12th Street, as specified in the Mill District Specific Plan (MDSP) Bicycle and Pedestrian Access performance standard and shown on the circulation diagram.

LU-14.8. Multi Modal Transportation Planning. The City shall work with HCAOG to incorporate findings and recommendations of the ongoing Multimodal and Vibrant Neighborhood Planning Project, or other similar HCAOG planning efforts, to plan and implement projects to improve low stress connectivity of nonmotorized transportation modes between the Mill District site and the surrounding established neighborhoods.

Programs

LU-16. The City shall prepare and adopt land use specific policies and standards for the Mill District through the adoption of a Specific Plan that includes design guidelines and development standards and criteria for the Mill District to accommodate the allowable range of development including building types and uses that are compatible with surrounding development and protects planned open space areas; that includes a diagrammatic connectivity map with desired network cross-sections that provides for all transportation modes, as well as the major components of public infrastructure to support the land uses described in the General Plan; and that specifies the regulations, programs, public works projects, and financing measures necessary to carry out the phased development of the site.

Responsibility: Community Development
Time Frame: FY 2009-2010



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Economic Development

Several generations ago, approximately one out of every two private-sector workers in the North Coast region was employed in the timber industry complex. In 2007, almost eight in ten North Coast workers are employed in service occupations. Globalization forces have removed barriers to an integrated world economy, creating both expanded market opportunities and more robust competition for workers and businesses alike.

The accelerating pace of technological change creates opportunities for those with the training, foresight, and creativity to adapt, and hastens economic obsolescence for those who cannot. In recent years, the North Coast's regional economy has grown in a number of new sectors. These include diversified healthcare, construction, specialty agriculture, food and beverage manufacturing, real estate and investment services, and professional services and research.

These trends provide economic development opportunity for greater prosperity and a more diverse local economy in Fortuna.

A city's economic development assets attract private sector investment, resulting in new jobs and business opportunities. For example, tourism attractions create opportunity for tourist-serving private sector investment. Likewise, a good transportation system can attract private sector investment in goods and services that can be shipped out of the area.

Broadband telecommunications infrastructure is a critical part of that transportation system. It can attract businesses dependent upon teleconferencing, Internet sales, and the sending and receiving of digital material. An educated, skilled, and ready workforce is an essential economic development asset for attracting highly competitive and increasingly technologically dependent industries.

While economic development is largely driven by the private sector, city government can influence its scale and scope. This influence can be expressed through implementation of the General Plan, public/private partnerships, investment in economic development assets, and collaboration in broader regional economic development initiatives.



GOALS, POLICIES, & PROGRAMS

The Economic Development Element provides the goals, policy guidance, and implementation measures to promote long-term job creation, business opportunities, and prosperity. These goals, policies, and implementation measures are intended to accentuate the positive economic trends and opportunities for Fortuna and the North Coast region. This element is divided into the following sections:

- Stable & Balanced Economy,
- Workforce Development,
- Redefining the Economic Base,
- Business Attraction & Retention,
- Tourism, and
- Infrastructure.

Stable & Balanced Economy



Goal ED-1

To promote business growth and industry diversification, a conducive business climate and a supportive economic foundation.

Policies

ED-1.1 Diversified Economic Base. In order to provide more community amenities for Fortuna residents and visitors, the City shall identify businesses and industries that will create a thriving business community and generate a sound tax base. The City shall support business owners in opening new business facilities or relocating existing businesses within the city.

ED-1.2 Attract a Range of Business Types. The City shall actively seek a range of business types in order to minimize the need for residents to travel to other cities for goods and services.

ED-1.3 Local Entrepreneurship/Small Business Development. Recognizing the powerful job creation potential of small business, the City shall continue to promote entrepreneurial development and small business expansion.

ED-1.4 Small Business Compatibility. The City shall encourage commercial uses compatible with small businesses, such as those that sell basic goods (e.g., clothing, prescription drugs, electronic equipment, hardware).

ED-1.5 North Coast Business Address. The City shall promote Fortuna as an emerging place for business in California's North Coast region.



ED-1.6 Parcel Consolidation. The City shall encourage parcel consolidation to provide larger sites for revenue-enhancing uses.

ED-1.7 Medical Employment-Generating Uses. The City shall encourage additional medical-related businesses to concentrate around Redwood Memorial Hospital.

ED-1.8 Zoning Flexibility. The City shall build flexibility into the zoning code in order to allow development to adequately respond to market conditions. At the same time, the City shall provide for a balance of land uses to attract residential, commercial, office, and light industrial development.

ED-1.9 Removing Regulatory Obstacles. The City shall minimize hindrance and obstacles to business establishments by streamlining the development approval process and providing clear direction about entitlements.



ED-1.10 Strategic Partnerships. The City shall pursue strategic partnerships with neighboring jurisdictions, economic development organizations, and the private sector as a means of enhancing common economic development assets and removing barriers to economic development.

ED-1.11 Tax Increment Revenue. The City shall use redevelopment tax increment revenues to remove or remedy the cause of economic or physical blight that is beyond the financial capacity of private business.

ED-1.12 Investment in Economic Development Assets. The City shall make appropriate investments in Fortuna's economic development assets, including its commercial areas, cultural and recreational resources, and workforce.



ED-1.13 Cooperation and Collaboration. The City shall establish partnerships with public, non-profit, and private parties to enhance common economic development assets and remove barriers to economic development.

ED-1.14 Accountability. The City shall regularly evaluate the effectiveness of efforts taken to implement the economic development policies described in this element.

ED-1.15 Jobs/Housing Balance. The City shall monitor county employment and housing development trends to evaluate their impact on the city's jobs/housing balance.

Programs

ED-1. The City shall, in collaboration with the Chamber of Commerce, local businesses, and other representatives, prepare an Economic Development Strategic Marketing Plan designed to preserve and enhance Fortuna's economic base. The Plan shall reflect the goals and policies of the General Plan and contain an accountability system that regularly evaluates performance of city economic development initiatives.

Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C



ED-2. The City shall meet with economic development and business organizations to identify key bottlenecks that limit entrepreneurship and new business formation in Fortuna. This will include factors such as site availability and limitations, broadband access, adequacy of public infrastructure, the permitting process, and an assessment of workforce needs.

Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C

Workforce Development

Goal ED-2

To develop and maintain an environment that fosters good-paying jobs and to ensure that all workers have access to the services and resources they need to enhance and renew their skills and job readiness.

Policies

ED-2.1 Quality Jobs. The City shall strive to create an environment that fosters good-paying jobs.

ED-2.2 College Graduates. The City shall work closely with Humboldt State University and College of the Redwoods to attract and retain graduates as part of its workforce development programs.

ED-2.3 Vocational and Technical Programs. The City shall encourage efforts to expand vocational and technical programs at Fortuna High School to provide job skills for local students.

ED-2.4 School Support. The City shall encourage business activities that support schools, such as school partnerships, student internships, faculty internships, job shadowing, and release time for parents to attend school events and parent conferences.



ED-2.5 Range of Housing Opportunities. The City shall provide zoning standards that set criteria for a range of housing choices for current and future residents.

ED-2.6 Home-Based Businesses. The City shall support the formation and operation of home-based businesses that maintain compatibility with surrounding neighborhoods and support opportunities for alternative employment forms and incubators for small businesses.

Programs

ED-3. The City shall meet with economic development and business organizations to identify the highest priority needs for workforce investment in Fortuna, and seek out grants and other



external resources to support this investment. These investment needs are likely to include adult education, English language training for recent immigrants, entrepreneurship training, and retraining of displaced workers.

Responsibility: Administration, Community Development
Time Frame: Ongoing

Redefining the Economic Base

Goal ED-3

To recognize the declining role of the timber industry's contribution to the region and Fortuna's economic wealth and redefine its economic base to one that is stable, diverse, and economically sustainable.

Policies



ED-3.1 Specialty Agriculture. The City shall promote the surrounding Eel River Valley as a prime location for both cultivating food crops and processing traditional and specialty products.

ED-3.2 Agriculture and Food Manufacturing. The City shall promote opportunities for specialty agriculture and an expanded food manufacturing industry cluster that capitalizes on distinctive local niche agricultural products.

ED-3.3 Niche Manufacturing. The City shall promote opportunities for niche manufacturing.

ED-3.4 E-Commerce. The City shall encourage and support the growth of e-commerce, non-store retail, and broadband-dependent businesses.

ED-3.5 Business Park/R&D Campus. The City shall promote the development of a business park, including research and development uses in Fortuna.

ED-3.6 Diversified Healthcare. The City shall take measures to preserve existing healthcare facilities and services and encourage

the development of additional components of a healthcare industry complex (e.g., outpatient, medical office, rehabilitation, pharmacy, residential care facilities) around Redwood Memorial Hospital.

ED-3.7 Redwood Memorial Hospital. Recognizing that the availability of high-quality health care services is an important element to both maintaining and attracting new business and residents to the city and the Eel River Valley, the City shall actively work with and support the Sisters of Orange Mission and St. Joseph Health Care system in their effort to operate a full-service hospital within Fortuna.

Programs

ED-4. The City shall produce a feasibility study regarding the likely fiscal and economic success of a business or industrial park in Fortuna, or more generally, of specific plan development areas for complementary commercial or industrial uses at locations with adequate site improvements and public infrastructure.

Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C

ED-5. The City shall pursue grants and other funding sources for infrastructure improvements to support the development of medical and healthcare facilities and services around Redwood Memorial Hospital.



Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C

ED-6. The City shall work with local aviation interests to prepare a feasibility study regarding the expansion of air freight services, air courier services, general aviation, and unified fire services at the Rohnerville Airport.

Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C

ED-7. The City shall meet and collaborate with organizations such as the UC Cooperative Extension and the Farm Bureau to identify opportunities for expansion of the Farmers' Market, discuss opportunities for attracting food processing and manufacturing facilities, and discuss collaborative marketing opportunities.

Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C

ED-8. The City shall pursue an ongoing collaboration with key stakeholders in Fortuna's diversified healthcare industry complex. The purpose of the collaboration will be to identify policies, funding opportunities, and other feasible initiatives to help preserve existing healthcare facilities and services and to encourage the development of additional components of a healthcare industry complex in Fortuna.

Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C



ED-9. The City shall collaborate with economic development and business organizations to identify ways of expanding food manufacturing in Fortuna. This will include identifying limitations that restrict the formation of food manufacturing businesses in Fortuna, seeking out opportunities for establishing retail outlets for existing dairy and other food manufacturers, and collaborative efforts to market distinctive locally manufactured food products to tourists and consumers outside the area.

Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C

Business Attraction and Retention

Goal ED-4

To create a business climate that attracts entrepreneurs, encourages new business formation, and supports the expansion of existing businesses.



Policies

ED-4.1 Community Amenities. In an effort to attract and retain talented workers and entrepreneurs, the City shall strive to cultivate a business climate that features outstanding community amenities, which include recreational and cultural amenities, a range of residential opportunities, quality municipal services, an excellent K-12 educational system, good public safety, healthful air quality, a variety of recreational and shopping opportunities, cultural diversity, and good neighborhood design.



ED-4.2 Streamlining Permitting/Licensing Process. The City shall provide an efficient and expeditious permitting and licensing process, responsive to private sector needs and timelines.

ED-4.3 Revitalization. The City shall use public investment to spur new development in blighted or underutilized areas of the city.

ED-4.4 Prime Employment Land Protection. The City shall protect commercial or industrial lands from conversion and encroachment by conflicting uses.



ED-4.5 Annexation and the Extension of City Services. The City shall pursue opportunities for annexation and the extension of city services when such action would stimulate economic development and result in a beneficial fiscal impact for the city.

ED-4.6 Energy Distribution Capacity. The City shall identify and seek resolution of bottlenecks in the electricity and natural gas distribution network that limit economic development in and around Fortuna.



ED-4.7 Business Incubators. The City shall develop more business incubators to assist business formation in appropriate economic sectors.

ED-4.8 Light Industry Attraction. The City shall actively seek to attract light industrial companies to Fortuna.

ED-4.9 Technology-Based Industry. The City shall maintain a high quality of life and provide the basic amenities, services, and resources (e.g., affordable housing, executive housing, trained/ educated workforce) needed to attract technology-based businesses.

ED-4.10 Small Entrepreneurial Start-Up Research. The City shall actively seek to attract small entrepreneurial start-up research and development firms.

ED-4.11 Start-Up Business Support. The City shall seek the development of new businesses by designating adequate land and providing infrastructure in areas where resources and public facilities and services can accommodate employment generators.



ED-4.12 Adequate Land for Business Growth. The City shall zone sufficient land for the expansion of existing businesses and attraction of new businesses.

Programs

ED-10. The City shall create and maintain an updated inventory of vacant and underutilized land zoned for commercial and industrial purposes to expedite economic development in Fortuna. The City shall make this inventory available to the public as a searchable, user-friendly Internet database.

Responsibility: Community Development
Time Frame: Ongoing

ED-11. The City, in conjunction with the Fortuna Chamber of Commerce and the Fortuna Business Improvement District, shall market Fortuna as a business location through the preparation and distribution of informational packets and attendance at marketing seminars and conferences.

Responsibility: Administration, Community Development
Time Frame: Ongoing



Tourism

Goal ED-5

To promote the growth of tourism by enhancing the city's potential to attract visitors through preservation of historic resources, promotion and development of attractions, and provision of a variety of overnight accommodations.

Policies

ED-5.1 Tourism Promotion. The City shall seek to develop and expand tourism in Fortuna by attracting, developing, and expanding special events; public and private recreational and entertainment facilities and programs; and capitalizing on the historic character, scenic beauty, and small-town charm of the city.

ED-5.2 Hotel and Conference Facilities. The City shall seek quality hotel and conference facilities in locations and at a scale appropriate to the city's character to enhance the quality of visitor-serving areas and promote development of the conference -tourism market.



ED-5.3 Agro-Tourism. The City shall explore and support the growth of agro-tourism in and around Fortuna.

ED-5.4 Grant Funding. The City shall research and pursue grant funding to increase tourism, community growth, and quality of life.



Programs

ED-12. The City shall work with the Fortuna Business Improvement District and Fortuna Chamber of Commerce to develop a comprehensive tourism management program that identifies the city's visitor target market, monitors the effects of tourism, and makes necessary improvements to ensure citywide benefit and maintain the quality of life.

Responsibility: Community Development
Time Frame: Refer to Appendix C

ED-13. The City shall meet with tourism, economic development, business organizations, and the College of the Redwood's Tourism Institute to identify effective methods to market Fortuna to tourists. Examples include improved way-finding signage, design and landscaping, cooperative marketing campaigns, and new and expanded festivals and special events linked to distinctive local culture, recreation, and food.

Responsibility: Community Development
Time Frame: Refer to Appendix C



Infrastructure

Goal ED-6

To coordinate long-term land use and infrastructure decisions with future economic development.

Policies

ED-6.1 Support Job Growth Goals. The City shall invest strategically in infrastructure to support its job growth goals.

ED-6.2 Telecommunications Infrastructure. To encourage and attract e-commerce, non-store retail, and broadband-dependent businesses, the City shall pursue installation of current and emerging technological infrastructure in new and existing development.

D-6.3 Investment in Technology. The City shall use and invest in technology that supports the ability of local enterprises to succeed, improves civic life, and provides open access to information and resources.

ED-6.4 Tax Base to Support Infrastructure/Services. The City shall strive to create a thriving business community that provides a sound tax base capable of providing necessary infrastructure and services to the community.

Programs

ED-14. The City shall pursue and distribute funding and technical assistance to upgrade and enhance the transportation and infrastructure facilities within the city that are necessary for facilitating economic growth and development.

Responsibility: Public Works, Community Development
Time Frame: Refer to Appendix C

ED-15. The City shall identify road and other infrastructure limitations that restrict economic development in the Rohnerville Airport area, and seek out grants and other funds to remove these limitations.

Responsibility: Public Works, Community Development
Time Frame: Ongoing

ED-16. The City shall periodically assess the adequacy of the electricity and natural gas distribution network to accommodate business development by firms with substantial electric energy or natural gas consumption requirements, or by firms interested in locally- generating renewable energy or developing local natural gas deposits adjacent to Fortuna.

Responsibility: Public Works, Community Development
Time Frame: Ongoing

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3

Housing

The Housing Element identifies existing and projected housing needs and establishes goals, policies, standards and implementation measures for the preservation, improvement, and development of housing in the City. It meets detailed requirements of state housing element law, including requirements for a residential land inventory sufficient to meet the City's share of the state prescribed regional housing need. The Housing Element is the component of the City's General Plan that provides a five-year vision for housing. Fortuna, along with all municipalities, is required by state law to update the Housing Element of the General Plan every five years.

The Housing Element was prepared separately from the rest of the General Plan as part of a State required five-year cycle for amending housing elements. As a result, the document is bound separately.

The entire Housing Element is available under separate cover. View online or contact the Community Development Department

https://www.friendlyfortuna.com/departments/community_development/planning_division/



4

Transportation & Circulation

A city is defined, constrained, and enhanced by the network of highways, roads, transit, bicycle, and pedestrians systems that move its residents and goods through and in and out of the city.

The General Plan provides for a balanced, safe, and convenient transportation system by enhancing the linkages between transportation modes and surrounding land uses. It promotes more efficient travel to reduce air pollution, reduce the need for costly roadway improvements, and facilitate the travel of those who cannot or do not wish to use automobiles.

The transportation system in Fortuna must accommodate a combination of automobiles, trucks, planes, possibly rail, and bicycles as well as transit vehicles and pedestrian traffic.

The variety in modes of transportation existing in the Planning Area, require a comprehensive and flexible plan that will encourage development of the entire transportation system, rather than the isolated development of one particular mode.



INTRODUCTION

The Transportation & Circulation Element is divided into two major sections. The first section, Circulation Diagram & Standards, describes the Circulation Diagram and the roadway classification system and standards. The second section includes the goals, policies, and implementation programs related to the various forms of transportation.

CIRCULATION DIAGRAM & STANDARDS

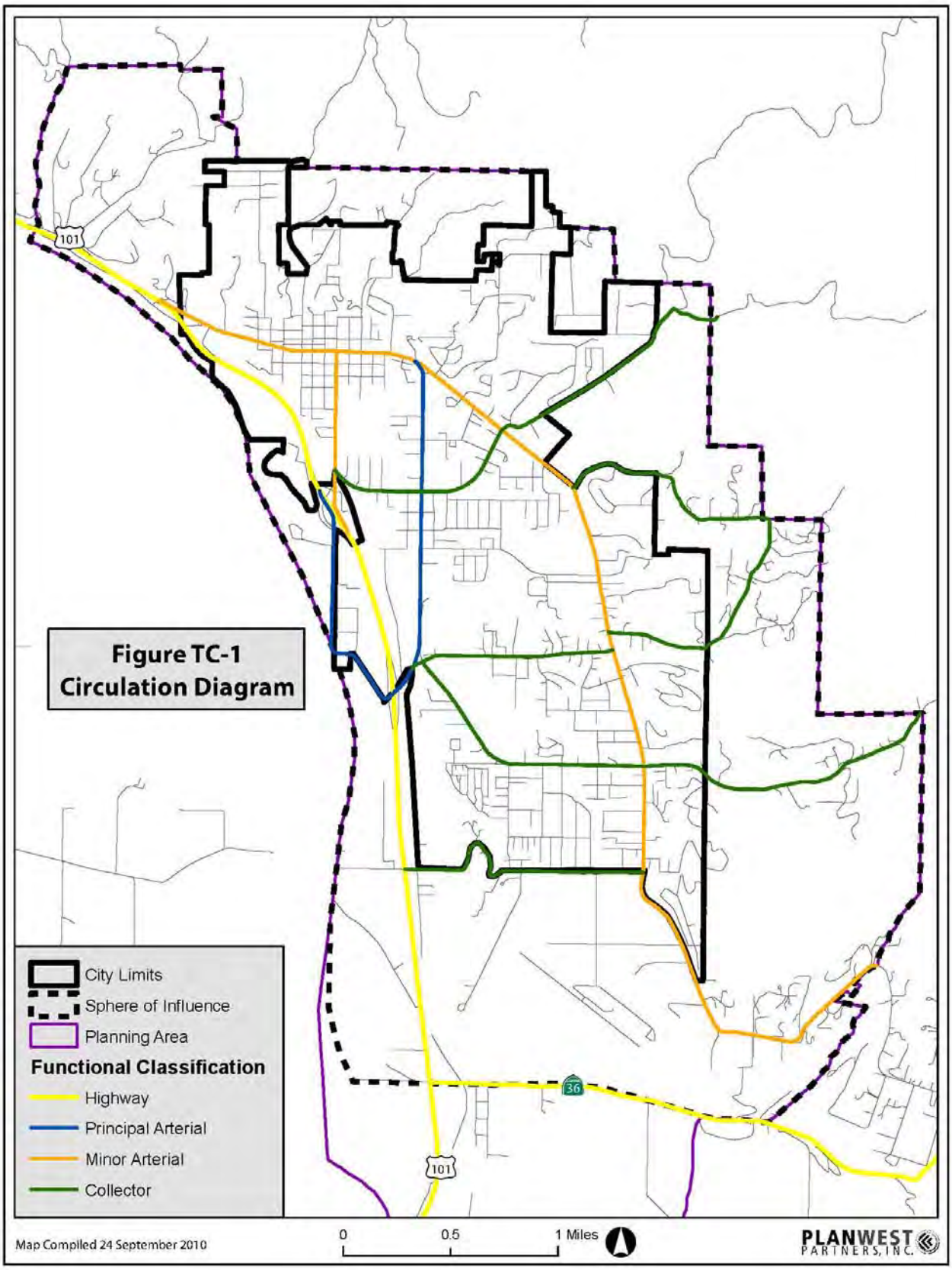
Fortuna's planned roadway network is designed to meet projected 2030 development levels as shown on the Land Use Diagram. The General Plan seeks to maintain satisfactory traffic conditions while accommodating future growth. The Circulation Diagram and its associated standards are the City's most important policy tool for upgrading and maintaining its roadways to provide for effective and efficient traffic movement.

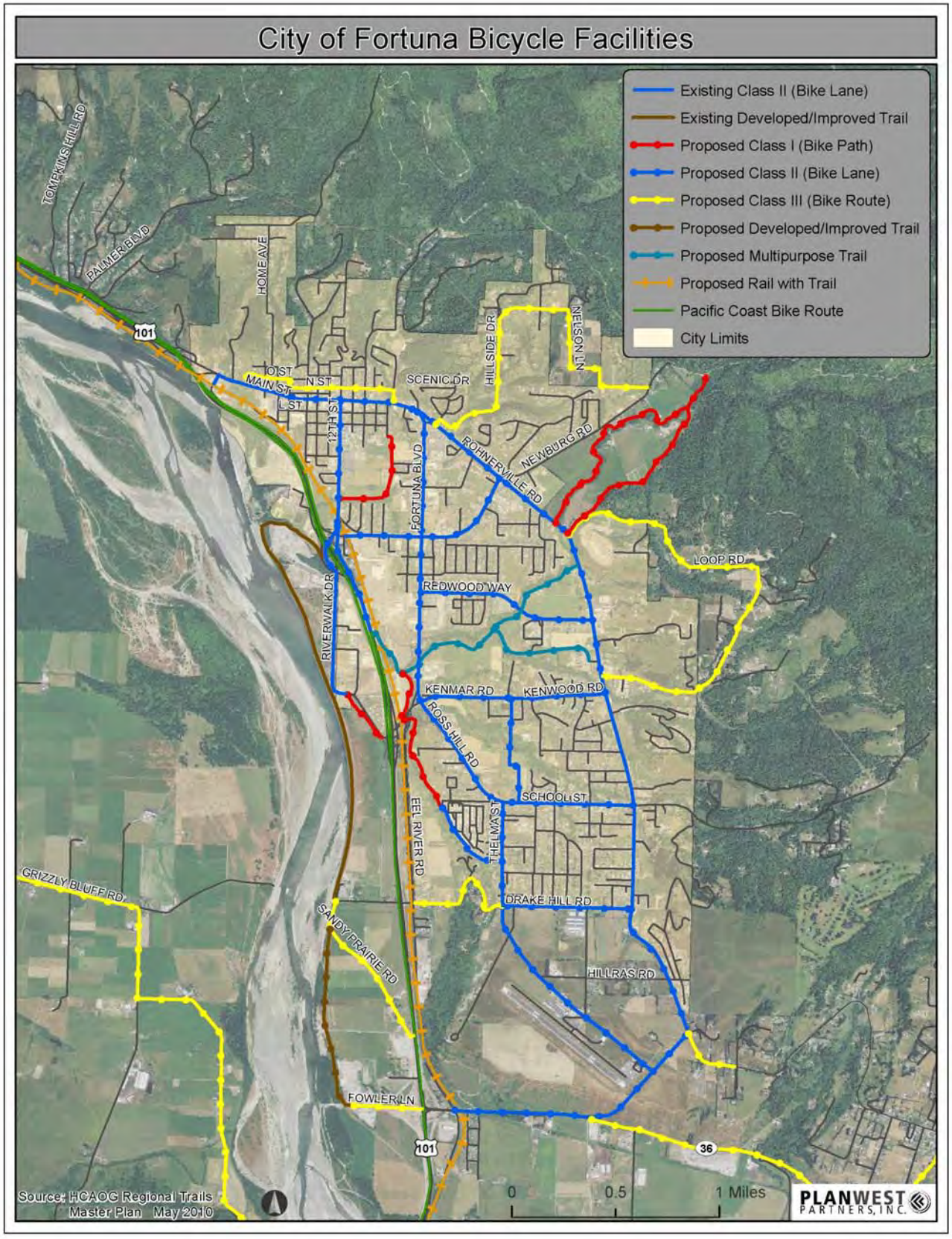


The Circulation Diagram (see Figure TC-1) depicts the proposed circulation system to support development under the Land Use Diagram. This circulation system is shown on the diagram as a set of roadway classifications that have been developed to guide Fortuna's long-range planning and programming. Roadways are systematically classified based on the linkages they provide and their function, both of which reflect their importance to the land use pattern, traveler, and general welfare.

Roadway Classifications

Roadways serve two functions that tend to conflict from a design standpoint: provide mobility and provide property access. Constant speeds are desirable for mobility, while low speeds are more desirable for property access. A functional classification system provides for specialization in meeting the access and mobility requirements of the development permitted under the General Plan. Local streets emphasize property access; arterials emphasize high mobility for through traffic; and collectors seek a balance between the two functions.


Figure TC-1
Circulation Diagram
City Limits
Sphere of Influence
Planning Area
Functional Classification
Highway
Principal Arterial
Minor Arterial
Collector
101
36
101
Map Compiled 24 September 2010
0
0.5
1 Miles
PLANWEST PARTNERS, INC.


City of Fortuna Bicycle Facilities
Existing Class II (Bike Lane)
Existing Developed/Improved Trail
Proposed Class I (Bike Path)
Proposed Class II (Bike Lane)
Proposed Class III (Bike Route)
Proposed Developed/Improved Trail
Proposed Multipurpose Trail
Proposed Rail with Trail
Pacific Coast Bike Route
City Limits
TOMPKINS HILL RD
PALMER BLVD
HOME AVE
101
MAIN ST
1ST
N ST
L ST
12TH ST
SCENIC DR
HILLSIDE DR
NELSON LN
NEWBURG RD
ROHNERVILLE RD
FORTUNA BLVD
LOOP RD
REDWOOD WAY
RIVERWALK DR
KENMAR RD
KENWOOD RD
ROSS HILL RD
SCHOOL ST
THELMA ST
EEL RIVER RD
GRIZZLY BLUFF RD
SANDY PRAIRIE RD
DRAKE HILL RD
HILLRAS RD
FOWLER LN
36
Source: HCAOG Regional Trails Master Plan May 2010
0
0.5
1 Miles
PLANWEST PARTNERS, INC.

emphasize high mobility for through traffic; and collectors seek a balance between the two functions.



Figure TC-1, the Circulation Diagram, presents the official functional classifications of existing and proposed streets, roadways, and highways in Fortuna. The hierarchy of the functional classifications in the city consists of principal arterials, minor arterials, collectors, and local roads and streets as described below. The Circulation Diagram depicts the arterial and collector roadway system in Fortuna. All roadways not identified on the Circulation Diagram are classified as local streets.

Principal arterials are roadways that emphasize mobility with limited access. These include freeways, expressways, and those arterials specifically designed to provide a high level of mobility with limited access to adjoining properties.

Minor arterials interconnect with and augment the principal arterial system while providing a somewhat lower level of travel mobility due to less stringent access limitations.



Collectors provide a balanced function of land access and mobility within residential neighborhoods and commercial and industrial areas.

Local roads and streets have a primary function of providing direct access to abutting lands and connections to the higher order functional classifications.

Table 4-1 lists the City's right-of-way standards required for local, collector, and arterial streets. These standards don't apply to county roadways and State highways.

TABLE 4-1
STREET RIGHT-OF-WAY AND SECTION WIDTH

STREET CLASSIFICATION	RIGHT-OF-WAY*	STREET SECTION*
Principal Arterial	80′ to 130′	64′ to 100′
Minor Arterial	80′ to 130′	64′ to 100′
Collector	50′ to 80′	40′ to 64′
Local Roads and Streets	38′ to 50′	28′ to 40′

**The right-of-way and street section widths can vary within this range, depending on the number and type of vehicular lanes and pedestrian/bicycle facilities planned.*



GOALS, POLICIES, & PROGRAMS

The Transportation and Circulation Element is divided into the following sections:

- Roadways & Highways,
- Parking,
- Public Transportation,
- Pedestrian Facilities,
- Bicycle & Trail Facilities,
- Aviation, and
- Regional Transportation Coordination.

Roadways & Highways

Goal TC-1

To develop a safe, convenient, and uncongested road network.



Policies

TC-1.1 Reducing Mode Conflicts. The City shall seek to minimize conflicts between pedestrians, automobiles, and bicycles.

TC-1.2 New Roadway Improvements. The City shall design and phase roadway improvements so that a level of service (LOS) C or better is maintained on all City streets, except that LOS D or better shall be maintained on Main Street.

TC-1.3 Balanced Transportation System. The City shall strive to meet the LOS standards through a balanced transportation system that provides alternatives to the automobile and by promoting pedestrian, bicycle, and transit connections between employment areas and major residential and commercial areas.

TC-1.4 Improved LOS. The City shall identify economic, design, and planning solutions to improve levels of service currently below LOS C. Where physical mitigation is infeasible, the City shall consider developing programs that enhance alternative access or otherwise reduce automobile travel demand.

TC-1.5 Traffic Signal Management. The City shall interconnect, properly space, and minimize the number of traffic signals to maximize traffic flow and minimize the acceleration/deceleration that produces significantly higher vehicle emissions and noise levels.



TC-1.6 Major Roadway Linkages. The City shall delineate major roadways to improve linkages with key destination points and protect residential neighborhoods from through traffic.

TC-1.7 Private Access Points. The City shall encourage consolidation of private access points on arterial and collector streets to facilitate the free flow of traffic and improve safety.

TC-1.8 Truck Routes. The City shall maintain designated truck routes on major roadways and discourage non-local and commercial traffic from using and parking on local residential streets.

TC-1.9 Functional Classification System. The City shall plan, design, and regulate development of the City's street system in accordance with the functional classification system described in this element, the zoning code, and reflected in the Circulation Diagram and the City's Improvement Standards and Specifications.



TC-1.10 Connectivity. The City shall exercise its responsibility to ensure that new residential roads and streets connect with existing (or will connect with future) roads and streets to insure convenient traffic flow and improved emergency access.

TC-1.11 Rights-of-Way Dedication. The City shall require dedication by affected property owners for rights-of-way for all streets and interchanges as part of the project approval process.

TC-1.12 Transportation System Financing. The City, through the Humboldt County Association of Governments (HCAOG) and other agencies, shall proactively pursue timely financing for all transportation system components, including securing rights-of-way to achieve and maintain adopted LOS standards.



TC-1.13 Development Impacts. The City shall consider the effects of new development on local streets in residential areas and require new development to mitigate significant traffic impacts.

TC-1.14 Street Maintenance. The City shall strive to maintain existing streets, alleys, and sidewalks, and require that new streets and sidewalks be built to City and other governing standards.

TC-1.15 Interchange Improvements. The City, through HCAOG in cooperation with Caltrans, shall allocate the costs for funding interchange improvements to areas of benefit and assign proportionate share costs to individual projects.

TC-1.16 Capital Improvements. The City shall implement street widening, narrowing, and other circulation improvements that are related to both improved circulation on existing streets and new development in conjunction with the City's capital improvements program.



TC-1.17 Rights-of-Way Dedication. The City shall require dedication of rights-of-way for planned arterial and collector streets as a condition of any subdivision or use permit approval.

TC-1.18 Inhibited Street Expansion. The City shall restrict, to the extent possible, the construction of buildings and improvements in areas needed for future street expansions and extensions.

TC-1.19 Private Roads. The City shall not provide any maintenance to private roads until they are accepted into the City Street Maintained System.

TC-1.20 Interchange Improvements. The City shall encourage the realignment of the Highway 101 southbound on- and off-ramps, together with Riverwalk Drive and Dinsmore Drive at the 12th Street interchange as new development increases the level of traffic using this interchange.

TC-1.21 Development Fees. The City shall assess fees on new development sufficient to cover the fair share portion of that development's impacts on the local and regional transportation system.

TC-1.22 City Street Maintenance. The City shall pave, resurface, and maintain all public roads within city limits, to promote and maintain the highest level of mobility for drivers, cyclists, and pedestrians.



TC-1.23 Traffic Calming. The City shall integrate traffic-calming measures with input from public safety officials to promote adherence to established speed limits.

TC-1.24 Rohnerville and Drake Hill Road Improvements. The City shall support future improvements to Rohnerville Road and Drake Hill Road. Improved roads will provide two traffic and parking lanes, two-way left-turn lane, bicycle lanes, and pedestrian sidewalks. These improvements will not be incorporated within the serpentine segment of Rohnerville Road south of Drake Hill.

TC-1.28 Seasonal Pedestrian Undercrossing. The City, in conjunction with Caltrans and the North Coast Railroad Authority (NCRA) will construct a seasonal pedestrian undercrossing within the Strongs Creek channel as part of the proposed River to the Headwaters trail system along Strongs Creek.



Programs

TC-1. The City shall develop, establish, and maintain the Street Master Plan consistent with the updated General Plan.

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing

TC-2. The City shall identify and monitor operations of critical intersections on a periodic basis and construct needed improvements in a timely manner, based upon available resources, if operation drops below LOS C.

Responsibility: City Council, City Engineer
Time Frame: Ongoing

TC-3. The City shall monitor traffic volumes on an ongoing basis to ensure that planned improvements remain necessary and relevant based on actual volumes experienced.

Responsibility: City Council, City Engineer
Time Frame: Ongoing

TC-4. The City shall implement the intersection improvements required by mitigation measures in the General Plan Update EIR.

Responsibility: City Council, City Engineer
Time Frame: Ongoing



TC-5. The City shall require proposed new development projects with greater than 30 residential units or 10,000 square feet of commercial, office or industrial uses to have a traffic study to: (1) quantify existing traffic volumes on area streets in the vicinity; (2) quantify project trip generation; (3) evaluate both traffic LOS/delay and pedestrian/traffic safety impacts; and (4) identify mitigation measures required to avoid significant traffic impacts.

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing

TC-6. The City shall solicit comments from Caltrans for projects that may alter or have a measurable traffic impact on HWY 101 and its on/off ramps.

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing

TC-7. The City shall require that proposed new development provide circulation improvements that may include new roadways, islands, traffic controls, dedicated turn lanes, sidewalks, pedestrian and bicycle lanes or paths, transit stops, and signage.

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing

TC-8. The City shall require that new development provide its fair share of City-wide roadway and traffic improvements.

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing

TC-9. The City shall develop road standards for Traditional Neighborhood Designed residential areas and for use with Form Based Codes.

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing



Parking

Goal TC-2

To provide a sufficient amount of convenient, available, accessible, safe, and attractive parking to serve existing and new development throughout the city.

Policies

TC-2.1 Future Parking Facilities. The City shall work cooperatively with developers and the business community to develop funding mechanisms for the construction of planned future parking facilities.

TC-2.2 Minimum Parking Requirements. The City shall enforce and periodically update the Zoning Ordinance standards for minimum parking requirements for various types of land uses.

TC-2.3 Intersection Parking. The City shall limit on-street parking near intersections to increase visibility and traffic safety.

TC-2.4 Parking Lot Accessibility. The City shall require that parking lots be designed to maximize pedestrian and motorist convenience and ensure access for the disabled.

TC-2.5 Visual Impacts. The City shall require new parking lot designs that minimize visual impacts on public roadways and neighboring areas while maintaining safe ingress/egress sight distance.

TC-2.6 Shared Parking. The City shall encourage adjacent land uses to apply principles of shared parking where different adjacent uses generate peak parking demand at different times.

Programs

TC-10. The City shall ensure that proposed parking lots of 10 spaces or more are visually buffered from any existing or proposed residential uses by trees and vegetation, and that proposed parking lots of 20 spaces or more include islands with tree plantings (at least one for every 20 spaces) to reduce visual impacts and solar radiation.

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing



TC-11. Parking lot lighting past 10:00 p.m. shall be limited to no more than 20% of the total lot lighting for security, with no sodium-vapor bulbs, and a maximum height of 15 feet.

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing

Public Transportation

Goal TC-3

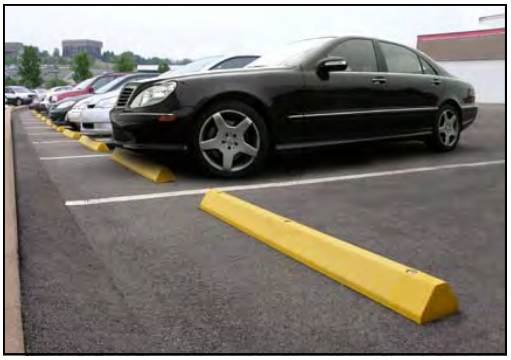
To provide and maintain viable public transportation services, with convenient and efficient access to workplaces, shopping, and other destinations that improve mobility, relieve congestion, and address environmental conditions.

Policies

TC-3.1 Regional Coordination. The City shall work with HCAOG, the Humboldt Transit Authority, and the Redwood Transit Service to promote and support public transit services that meet the local and regional needs of residents and visitors.

TC-3.2 Fixed-Route Transit. The City shall work with HCAOG, the Humboldt Transit Authority, and Redwood Transit Service to expand fixed-route transit service to serve new development areas, including direct connections to employment, residential, and commercial areas.

TC-3.3 Transit Funding. The City, with assistance from HCAOG, shall continue to provide funding mechanisms for community transit services and require that new developments generating large-scale commercial, office, and/or residential uses be adequately served by transit.



TC-3.4 Alternative Transportation Linkages. The City shall link other modes of transportation (e.g., pedestrian and bike routes) with public transportation to further facilitate their use.

TC-3.5 Bus Transit. The City shall work with the Humboldt Transit Authority and the Redwood Transit Service to implement bus transit services that are timely, cost-effective, and responsive to growth patterns and existing and future transit demand.

TC-3.6 Special Needs Transit Users. The City shall consider the transit needs of senior, disabled, minority, low-income, and transit-dependent persons in making decisions regarding transit services, in compliance with the Americans with Disabilities Act.



TC-3.7 Family-Friendly Transit. The City shall consider family transportation needs and shall promote safe transit services between school, home, shopping, and child care.

TC-3.8 Bus Turnouts and Shelters. The City shall work with Humboldt Transit Authority to locate bus turnouts on arterial streets.

TC-3.9 Express Bus Service. The City shall encourage the development of express bus lines that link Fortuna with the Eureka, Arcata, and greater North Coast area.

Programs

TC-12. The City shall require applicants of proposed new subdivisions, planned unit developments, and other large development projects (e.g., residential projects over 20 units, commercial/office/industrial projects over 10,000 sq. ft.) to work with Redwood Transit Service, if requested, to extend transit service and transit stop facilities

Responsibility: City Council, Community Development Department, Public Works
Time Frame: Ongoing



Pedestrian Facilities

Goal TC-4

To develop safe and pleasant pedestrian ways that provide recreation opportunities as well as alternatives to the automobile.

Policies

TC-4.1 Accessibility. The City shall ensure sidewalks are wide enough for pedestrian convenience and conform to American with Disabilities Act standards.

TC-4.2 New Developments. The City shall continue to require new development to finance and install sidewalks and pedestrian pathways connecting them to existing sidewalks or widening the right-of-way fronting the development to accommodate new sidewalks.

TC-4.3 Specific Plans. The City shall encourage specific development plans to include design continuity of pedestrian access that enables residents to walk from their homes to places of work, recreation, and shopping.



TC-4.4 Regional Pedestrian Needs Assessment Update. The City shall implement the projects identified in the Humboldt County Association of Governments (HCAOG) Regional Pedestrian Needs Assessment study.

TC-4.5 Assessment Districts. The City shall consider using assessment districts to complete the sidewalk system when 75 percent of the lots in a given area have sidewalks.

TC-4.6 Pedestrian Convenience. The City shall promote pedestrian convenience and safety by connecting sidewalks in residential areas with commercial, shopping, and employment centers.

TC-4.7 Pedestrian Trails Interconnection. Where feasible, the City shall loop and interconnect pedestrian trails.

TC-4.8 Pedestrian Crossings. The City shall provide pedestrian crossings at appropriate intervals along new roadways that will adequately serve new retail, office, and industrial development, residential development, parks, and schools.

TC-4.9 Strongs Creek Parkway. The City shall work with surrounding landowners and pursue funding and design assistance to provide the future development of Strongs Creek Parkway.

Programs

TC-13. The City shall create and maintain a comprehensive list of specific corridors throughout Fortuna in need of sidewalks. This list should include, but not be limited to:

- Rohnerville Road between existing improvements;
- Redwood Way between existing improvements to Rohnerville Road;



- New arterial and collector streets not yet developed;
- Drake Hill Road from Rohnerville Road to Thelma Road;
- Fortuna Blvd from existing improvements south to Kenmar Road;
- Ross Hill Road from existing improvements north to Kenmar Road;
- Kenmar Road from Fortuna Boulevard westerly to Riverwalk Drive;
- Riverwalk Drive easterly from existing improvements to Kenmar Road;
- Fortuna Boulevard sidewalk-mainline separation with landscaping;
- Widened bike-lanes through vehicular lane width reductions on Main Street;
- Enhanced pedestrian safety devices on 12th Street; and
- Main Street between Sixth Street and U.S. 101, and Thelma Street between Drake Hill Road and School Street.

Responsibility: Community Development, Public Works
Time Frame: Refer to Appendix C



TC-14. The City shall cooperate with local schools to create a Safe Routes to School program.

Responsibility: Community Development
Time Frame: Refer to Appendix C

TC-15. The City shall prepare a master plan for the Strongs Creek Parkway connecting the Riverwalk District to the eastern City Limits.

Responsibility: Community Development
Time Frame: Refer to Appendix C

Bicycle and Trail Facilities

Goal TC-5

To provide an interconnected and effective system of bikeways, bicycle parking facilities, and trails for people wishing to walk or bicycle for commuting and/or recreational trips.

Policies

TC-5.1 Bicycle Transportation Plan. The City shall prepare a Bicycle Transportation Plan that incorporates the bicycle facilities plan for the City included in HCAOG's 2009 Humboldt County Regional Trails Master Plan. A copy of the route plan is shown on page 4-4 for reference. The City shall strive to fully implement the proposed facilities to fill in gaps in the existing bicycle network, improve existing bicycle facilities, improve motor vehicle and bicycle interactions, and increase bicyclist safety. The City shall also identify the locations of planned bicycle parking facilities in the plan linked to schools, government buildings, shopping centers and transit stops, establish bicycle parking standards, and strive to coordinate Class II bikeway striping with surfacing of city streets.



TC-5.2 Bicycle System. The City shall develop and maintain a safe, convenient, and effective bicycle system that encourages increased bicycle use.

TC-5.3 TDA Funds. The City shall urge HCAOG to reserve a minimum of two percent of the Transportation Development Act Funds annually for allocations to pedestrian and bicycle projects.

TC-5.4 Bicyclists' Needs. The City shall consider bicyclist needs in new roadways construction and existing roadway upgrades

TC-5.5 Rails-to-Trails. The City shall explore the concept of converting any abandoned railroad rights-of-way into multi-use bike and pedestrian paths for local and regional use per Sections 2540 through 2549 of the Streets and Highways Code.



TC-5.6 Bicycle and Pedestrian Linkages. The City shall seek opportunities to strengthen and expand bicycle and pedestrian linkages across Highway 101.

TC-5.7 Bike Facilities. The City shall develop, establish, and maintain adequate bike facilities throughout Fortuna to encourage bicycling as a form of local transportation between residential and commercial, industrial, and public/institutional areas.

TC-5.8 Trail System. The City shall strive to create a system of interconnected trails and pathways that connect districts and neighborhoods throughout the city.



TC-5.9 New Trails. The City shall identify and acquire pedestrian and bicycle trail rights-of-way from developments that are interlinked and tie significant areas of the city and the surrounding areas together (e.g., Riverwalk District to the Headwaters Forest along the Strong Creek corridor).

TC-5.10 Bicycle Parking. The City shall encourage the development of adequate, convenient, and secure bicycle parking at employment centers, recreational facilities, key transit stops, commercial businesses, Downtown, and other locations where people congregate.

TC-5.11 Retail Bike Parking. The City shall require that large retail developments, such as shopping centers, provide bicycle parking facilities in highly visible areas such as near storefronts.

TC-5.12 Bikeway Standards. The City shall ensure that all bikeways will be developed in compliance with standards adopted by Caltrans and as required by Sections 890 through 894.2 of the Streets and Highways Code.



TC-5.13 Existing Railroad Lines. The City shall view the Northwestern Pacific Railroad (NWPRR) right-of-way as a community asset and design accordingly for the future.

TC-5.14 Future Rail Options. The City shall require that new development adjacent to the NWPRR right-of-way, where appropriate, be designed for future bicycle/pedestrian trail or light rail station access.

TC-5.15 Bicycle and Pedestrian Paths. The City shall develop, establish, and maintain a system of bicycle and pedestrian paths on suitable transportation corridors with trail linkages to park facilities and existing bicycle and pedestrian paths.

TC-5.16 Pedestrian and Bicycle Path Linkages. The City shall investigate possible pedestrian and bicycle path linkages between Rohner Park, Main Street, 12th Street and the Eel River via creekside paths established during flood mitigation projects.

TC-5.17 Riverwalk District Access. The City shall work with Caltrans to identify solutions for both reconnecting Fortuna with the Riverwalk District and for improving pedestrian and bicycle travel options affected by State Highway 101.

TC-5.18 Multi-Use Access. The City shall develop, establish, and maintain additional multi-use public access point to the Eel River.

Programs

TC-16. The City shall update its Bicycle Transportation Plan to reflect changes in the General Plan.

Responsibility: Community Development
Time Frame: Refer to Appendix C

TC-17. The City shall revise the Zoning Ordinance to incorporate bicycle parking standards into its parking requirements.

Responsibility: Community Development, Administration, Planning Commission, City Council
Time Frame: Refer to Appendix C



TC-18. The City shall work with local school districts to develop a bicycle education for all bicyclists, especially those people five to 12 years of age, and to have an active law enforcement program pertaining to bicycle safety which is compatible with other law enforcement priorities.

Responsibility: Community Development; Police Department
Time Frame: Refer to Appendix C

Aviation

Goal TC-6

To support Humboldt County in the continued operation and improvement of Rohnerville Airport and its associated facilities, while ensuring compatibility between urban development in Fortuna and aircraft operations.



Policies

TC-6.1 Airport Capacity and Services. Since Rohnerville Airport is one of the most significant economic development opportunities and transportation resources for the region, the City shall work with the Aviation Division of the County of Humboldt Department of Public Works to improve and expand the capacity of the airport and services in the region.

TC-6.2 Land Use Consistency. The City shall continue to regulate land use around the Rohnerville Airport consistent with the Humboldt County Airport Land Use Compatibility Plan. New development shall be required to grant Avigation Easements, Overflight Easements, or Deed Notices to the County of Humboldt based upon the airport land use compatibility zone in which the development is located.

TC-6.3 Aviation Services Expansion. The City shall explore opportunities for expanding aviation services for the region from the Rohnerville Airport.



TC-6.4 Airport Industrial Area. The City shall encourage commercial and industrial developments that utilize air service to locate near the airport.

TC-6.5 Airport Expansion. The City will keep abreast of proposed changes to the Rohnerville Airport functions and/or expansion by utilizing the County's Airport Master Plan.

TC-6.6 Airport Land Use Compatibility Plan. The City shall, upon annexation, request that Humboldt County Airport Land Use Commission update the Rohnerville Airport Land Use Compatibility Plan.



Programs

TC-19. The City shall review the Rohnerville Airport Land Use Compatibility Plan and ensure that land use designations and zoning within the Rohnerville Airport Land Use Compatibly zones are consistent with the plan.



Responsibility: Community Development
Time Frame: Refer to Appendix C

Regional Transportation Coordination

Goal TC-7

To coordinate City-planned transportation and circulation improvements through HCAOG with county, State, and Federal transportation systems.

Policies

TC-7.1 Local Funding. The City shall continue to work with the County, HCAOG, Caltrans, and other jurisdictions and agencies to maximize additional funding for local transportation facilities and provide supplementary local bus service to residents of Fortuna.

TC-7.2 Commercial Truck Traffic. The City shall work closely with Humboldt County to investigate ways to enhance road access between Drake Hill Road and the interchange of Highways 101 and 36 for improved commercial truck traffic.

TC-7.3 Future Roadways. The City shall ensure that alignments for future roadways on the fringe of the city are prepared in coordination with the County and/or Caltrans, as appropriate.

TC-7.4 SR 36/US 101. The City shall coordinate with Caltrans in developing transportation policies pertaining to Highways 36 and 101 that reflect the City's transportation policies for these roadways.



Programs

TC-20. The City, in concert with the Humboldt Transit Authority (HTA), shall review the City's current funding contribution for Redwood Transit Service bus service under the HTA Joint Powers Agreement to ensure that the City is paying its fair share of regional transit service costs.

Responsibility: Administration, Planning Commission, City Council
Time Frame: Refer to Appendix C

TC-21. The City shall coordinate with other local transit providers to develop a transit network providing access to regional transit.

Responsibility: Administration, Planning Commission, City Council
Time Frame: Refer to Appendix C





Natural & Cultural Resources

This Element addresses Fortuna's natural and cultural resources, including mineral, energy conservation, agricultural, biological, historical, archaeological, and cultural resources. The General Plan must ensure that long-term growth is compatible with these resources.

Cultural resources in Fortuna can be traced to the time before European contact, when the inhabitants of the Humboldt Bay area were the Wiyot, members of the California Athabascan group. The Wiyot wintered in permanent homes along the river and moved to the hills during the summer. A rich array of resources from rivers, forests, marshes, wetlands, and the bay supported their culture.

The present City of Fortuna encompasses several small communities, including Newburg founded in 1883 as company town by the Newburg Lumber Company, and the sister town of Rohnerville. These communities were part of the Eel River Township and are among the earliest towns in Humboldt County.

Fortuna is fortunate to have many historical resources that reflect the rich history of the community. The city's heritage is also reflected in Main Street commercial buildings, numerous 19th-century homes, the Rohnerville Historic District, historic cemeteries, agricultural landscapes, and Rohner Park and Rodeo Grounds, which are a vibrant part of Fortuna.

In addition to Fortuna's cultural/historic resources, the Planning Area encompasses areas many natural resources. Mineral deposits, primarily aggregates, are found along most of the Eel River and its tributaries, and provide materials essential to the construction industry.

The General Plan Area also possesses fertile soils associated with the Eel River Valley, adequate water resources, a diversity of biological organisms, and moderate temperatures that are excellent for agricultural activities such as dairying, grass-fed beef, livestock grazing, apple orchards, and a variety of field crops. Generally, lands closest to the Eel River have the most productive soils and established agricultural practices. Finally, as Fortuna continues to grow, energy conservation practices will become more important to protect and enhance existing natural and cultural resources.



GOALS, POLICIES, & PROGRAMS

The Natural & Cultural Resources Element addresses various natural and cultural resources located throughout the Fortuna Planning Area. It is divided into the following sections:

- Water Resources;
- Biological Resources;
- Agricultural Resources;
- Mineral Resources;
- Soil Resources;
- Energy Conservation; and
- Archaeological, Cultural, & Historic Resources.

Water Resources



Goal NCR-1

To ensure that the City has access to a quality water supply that is free from pollution.

Policies

NCR-1.1 Watershed Protection. The City shall condition development to minimize point source and non-point source pollutant discharges to local watersheds. The City shall also require mitigation for development that may change runoff quality and/or quantity for pollution prevention.

NCR-1.2 Reclaimed Water. The City shall support programs that would supply reclaimed water for park irrigation and agricultural uses.

NCR-1.3 Groundwater. The City shall seek additional groundwater locations to supplement existing drinking water sources.

NCR-1.4 The City shall require proposed new projects that result in parcels less than one (1) acre in size to connect to the

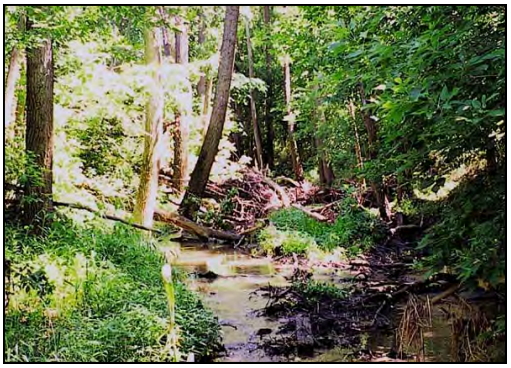
result in parcels less than one (1) acre in size to connect to the City's municipal water wastewater, and storm drain systems.



NCR-1.5 The City shall develop a standard to require the use of impervious paving surfaces and/or other low impact designs (LID) to reduce stormwater runoff.

NCR-1.6 The City shall require the integration of best management practices in new development and re-development projects to control pollutant sources and prevent pollutants in runoff during and following development.

NCR-1.7 The City shall require the use of basic water quality strategies that self-treat runoff in new development and re-development projects. These strategies may include infiltrating runoff, retaining/detaining runoff, conveying runoff slowly through vegetation, and/or treatment of runoff on a flow-through basis using other standard treatment technologies.



NCR-1.8 The City shall comply with Clean Water Act requirements with the intent of minimizing pollutant discharges from point and non-point sources to surface waters. Mitigation may include, but may not be limited to, wetland restoration, off-site replacement for no net loss, or project design/operation modification.

Programs

NCR-1 The City shall implement a stormwater management program (SWMP) consistent with its National Pollutant Discharge Elimination System (NPDES) permit coverage and the adopted Stormwater Ordinance, which prohibits the discharge of non-stormwater discharges into the stormwater system.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C



NCR-2. For proposed development projects that would result in greater than one acre of ground disturbance, the City shall implement State provisions requiring the preparation of a Stormwater Pollution Prevention Plan (SWPPP). The SWPPP shall identify measures to manage exposed soils, control



deposition of pollutants by construction vehicles, cleanup spills of oil and other pollutants, and prevent pollutants from leaving the construction site in runoff. The SWPPP shall also identify BMPs to avoid significant sedimentation in runoff from the construction site.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C

Biological Resources

Goal NCR-2

To protect and maintain, or relocate through mitigation, existing sensitive habitats and species, including riparian corridors, wetlands, and Environmentally Sensitive Habitat Areas (ESHA).

Policies

NCR-2.1 Riparian Corridor Protection. The City shall establish riparian buffers to provide for fish and terrestrial wildlife habitat protection, enhancement, and movement along riparian corridors through the Planning Area. Activities within these buffers shall be limited to passive recreational uses (hiking, biking, sightseeing, horseback riding) and the movement of wildlife.



NCR-2.2 Salmonid Bearing Stream Protection. The City shall consult with, and require developers of projects to consult, the California Department of Fish and Game (CDFG) and other regulatory agencies for expertise and guidance prior to any restoration activity within salmonid-bearing streams. Some recommendations relative to all tributaries are as follows:

- Identify and inventory those portions of streams originating within or passing through the General Plan Area that are considered to support salmonid species;
- Inventory and map sources of stream bank erosion, then prioritize them according to present and potential sediment yield. Identified sites should be treated to reduce the amount of fine sediment entering the stream;
- Design and construct habitat enhancement structures that yield better gravel sorting, reduce fine sediment retention, increase pool habitat, and allow for juvenile

and adult fish passage (i.e., barrier removal);
- Remove exotic vegetation and replant native vegetation, especially where the stream canopy is deemed less than optimum; and
- Reduce cattle trampling within the stream and riparian zone by exploring alternatives with landowners.



NCR-2.3 CDFG Collaboration. The City shall work to implement the recommendations put forth in the Recovery Strategy for California Coho Salmon (CDFG, 2004b) to benefit salmonid species present within the General Plan Area by enhancing and restoring riparian ecosystems, improving water quality, and reducing flooding.

NCR-2.4 Natural Production Streams. The City shall use North Coast Basin Planning Project (BPP) stream inventory reports that characterize applicable habitat components to manage each identified stream tributary as an anadromous fish and natural production streams.



NCR-2.5 Sustainable Salmonid Stocks. The City shall collaborate with the CDFG and National Oceanic and Atmospheric Association Fisheries to develop sustainable, long-term salmonid stocks, improve quantity and quality of habitat available to salmonids, and accelerate species recovery, as well as enhance opportunities for human enjoyment.

NCR-2.6 Biological/Ecological Review. When considering building permit applications, planning applications or development applications, the City shall undertake the three stage process outlined below:

(1) Upon receipt of building permits applications, planning applications or development applications, City staff shall perform an initial screening to determine whether the application would have the potential to impact special status species as defined by CEQA Guidelines §15380. For ministerial projects, the initial screening shall be performed in the context of the application checklist. For discretionary projects, the initial screening shall be performed in the context of Initial Study preparation required under CEQA. For purposes of this screening,

the application would have the potential to impact special status species if development or other activities would occur in ESHA areas, wetlands or riparian areas, forested areas, areas within 50 feet of any blue line stream as shown on USGS maps, or any undeveloped rural parcel of greater than one acre in size.

(2) If the initial screening indicates the potential for impacts to special status species, the applicant shall have a records search performed in the California Natural Diversity Database (CNDDB) and the City's ESHA inventory to determine whether any sensitive species have been documented on or within the vicinity of the subject parcel.

(3) If the CNDDB or ESHA inventory indicates that sensitive species have been documented on or within the vicinity of the subject parcel, or if the proposed activities would occur within wetland, riparian vegetation, or forested areas, within 50 feet of any blue line stream, or would disturb more than 10 acres, or at the discretion of City staff, a biological study shall be performed for the proposal by a qualified biological consultant, the application shall be referred to the appropriate responsible and trustee agencies (CDFG, USFWS, etc.), and any mitigation measures identified by the biologist and the responsible and trustee agencies incorporated into the project. Mitigation may include, but may not be limited to restoration, off-site replacement for no net loss, or project design/operation modification.



NCR-2.7 Endangered Species. The City, as lead agency, shall require that all projects comply with the requirements of the federal Endangered Species Act, California Endangered Species Act, Clean Water Act, CFDG code, and CEQA.

NCR-2.8 Native Vegetation. The City shall coordinate with resource agencies to require the preservation of native vegetation, while managing areas with high concentrations of invasive species and/or noxious weeds and preventing their encroachment into new areas.

NCR-2.9 Community Education. The City shall require the installation of interpretive signs that educate the public on various environmental issues including stormwater runoff and detention, creek biology, and watersheds affecting the city. Appropriate Signs and plaques may be placed at sites near the Eel River and along public trails and bike paths adjacent to creeks.



NCR-2.10 Wetland Identification and Protection. In considering new development projects, the City shall conduct an initial screening, as described in Policy NCR-2.6 in order to determine whether the proposal would have the potential to impact wetlands. If the initial screening indicates the potential presence of wetlands, a wetland assessment/ delineation shall be prepared to determine the presence of jurisdictional wetlands. The assessment/delineation, with proposed mitigation, shall be submitted to the City, and appropriate state (CDF&G) and federal (USCOE) agencies for concurrence prior to permitting. Mitigation may include, but may not be limited to, avoidance, minimization of impacts, restoration, off-site replacement, and/or the use of buffers.

NCR 2.11 Wildlife Movement Corridors. Terrestrial wildlife using movement corridors and fish within fish-bearing streams shall not be limited by physical barriers within the Planning Area. Projects proposed within the mapped movement corridors shall be reviewed for consistency with Policies NCR-2.1, NCR-2.6, NCR-2.7, NCR-2.8 and NCR-2.9.

NCR-2.12 Permitted Activities within ESHAs. The following activities shall be permitted in ESHAs with approval from the Fortuna Planning Department and after consultation with Responsible and Trustee agencies: THPs; removal of dead, dying or diseased trees or downed vegetation within the streambed or streambank; the removal of vegetation obstructing streamflow or causing streambed or streambank erosion; and road crossings.

NCR-2.13 Watercourse, Wetland and Riparian Buffers. The City shall require appropriate watercourse, wetland, and riparian area buffers to protect water quality and biologic values.

Programs

NCR-8. The City shall collect information for a Planning Area ESHA inventory, including but not limited to wetlands, riparian areas, anadromous fish streams, special status species and their essential habitat, and CNDDB Sensitive Natural Communities, to assist with the discretionary project review process. This program shall include collaboration with resource agencies, such as CDFG and USFWS, and shall be updated at least every 10 years.

Responsibility: Community Development
Time Frame: Refer to Appendix C

NCR-9. The City shall create and maintain maps of streams prone to erosion and sedimentation and identify areas with severe problems to address through restoration.

Responsibility: Community Development
Time Frame: Refer to Appendix C



NCR-10. The City shall create and maintain an inventory of streams prone to exotic species invasion and trampling from grazing and collaborate with local and regional stakeholders to identify mitigation measures.

Responsibility: Community Development
Time Frame: Refer to Appendix C

NCR-11. The City shall develop interpretive signs that educate the public on stormwater issues and install them near the River Lodge, Eel River, and public trails and bike paths along creek and river areas. These signs should provide information on measures taken by the City to preserve and protect its watersheds.

Responsibility: Community Development
Time Frame: Refer to Appendix C

NCR-12. ESHA Inventory. The City shall implement a program to receive and retain any reports that inventory Environmentally Sensitive Habitat Areas (ESHAs) within the planning area,

including but limited to wetlands, riparian areas, anadromous fish streams, special status species, and California Natural Diversity Database (CNDDB) Sensitive Natural Communities, to assist with the discretionary project review process. This program should include collaboration with agencies, such as CDFG and USFWs, to the extent possible.

Responsibility: Community Development
Time Frame: Refer to Appendix C



NCR-13. Where possible, through available grant funding or assessment districts, the City shall maintain and repair high sedimentation streams with habitat restoration and fish passage structures, restoring gravel beds, and creating deep ponds.

Responsibility: Community Development
Time Frame: Refer to Appendix C

NCR-14. The City shall identify and map movement corridors for terrestrial wildlife and fish in fish bearing streams within the Planning Area.

Responsibility: Engineering Division
Time Frame: Refer to Appendix C

NCR-15. The City shall prepare a streamside management/ wetland protection ordinance, following collaboration with resource agencies including but not limited to CDFG, establishing setback recommendations for perennial and intermittent streams, wetlands, and riparian corridors. At a minimum, the City shall implement the following watercourse, wetland and riparian area protection measures:

Watercourses and Riparian Areas

(a) The City shall maintain Streamside Management Areas (SMAs) of at least 50 feet around perennial streams and 25 feet around ephemeral streams, unless a biological report indicates that such SMA setbacks are not required. The buffers shall be measured from the top of the stream bank (for example, the 50 foot setback would be 50 feet from each stream bank, for a total of a 100 foot wide buffer);



(b) New development/activities within SMAs shall be limited to: (1) activities for wildlife enhancement/ restoration, flood control or drainage, new fencing so long as it would not impede natural drainage or wildlife, and bank protection; (2) commercial timber management and harvest activities regulated by the Forest Practices Act; (3) road and bridge replacement or construction, when it can be demonstrated that it would not degrade fish and wildlife resources or water quality; (4) removal of vegetation for disease control or public safety; and (5) management and maintenance of trees, shrubs and other plant life; and

(c) New development within SMAs shall minimize adverse effects, including, at a minimum: retaining snags and live trees with visible evidence of use as nesting sites; replanting disturbed areas with riparian vegetation; and performing erosion control measures.



Wetlands

(a) The City shall maintain Wetland Buffer Areas of at least 50 feet around jurisdictional wetlands, unless a biological report indicates that such Wetland Buffer Areas are not required;

(b) New development within Wetland Buffer Areas shall be limited to: fish and wildlife management; wetland restoration; removal of trees for disease control and public safety; and new fencing so long as it does not impede drainage or wildlife movement;

(c) No new development shall be permitted in Wetland Buffer Areas which degrades the wetland; and

(d) Wetland Buffer Areas disturbed by permitted activities shall be restored to the original contours and promptly replanted with native riparian vegetation.

Combined Watercourses/Riparian Areas and Wetlands

(a) Storm water runoff to watercourses and wetlands shall not exceed the existing rate of storm runoff for a 50 year storm of 10 minute duration;

(b) Sediment in storm water runoff draining to watercourses and wetlands shall be minimized through the use of sediment basins, seeding or

replacing bare soil, diversion of runoff away from graded areas and areas heavily used during construction, and limiting grading in buffer areas to the dry season (May through October);

(c) Stormwater outfalls, culverts, gutters, and other similar facilities draining to watercourses and wetlands shall be dissipated; and

(d) Septic systems shall not be permitted within wetland buffer areas. Adjacent to these areas, septic systems shall meet County Health Department and RWQCB standards.

Responsibility: Community Development
Time Frame: Ongoing

NCR-16. The City shall improve and replace culverts under City streets as needed to provide fish passage in affected creeks.

Responsibility: Community Development
Time Frame: Ongoing

NCR-17. The City shall, in conjunction with CDFG, develop an educational program designed for property owners adjacent to fish bearing streams and creeks. The program will provide information including, but not limited to, rights-of-access permission for creek maintenance and inspection/surveys of wildlife habitat.

Responsibility: Community Development
Time Frame: Ongoing

Agricultural and Timber Resources

Goal NCR-3

To encourage the utilization of productive agricultural lands for their value as an economic resource and community identity in the Eel River Valley.



Policies

NCR-3.1 "Right-to-Farm." The City shall encourage continuation (e.g., "right-to-farm ordinance") of existing agricultural activities so long as these agricultural activities occur consistent with applicable federal, state, and local regulations.

NCR-3.2 Retain Agricultural Lands. The City shall support and encourage the retention of active cultivation operations until such time that these areas are needed for planned urban or suburban expansion or mitigation for flood projects.

NCR-3.3 Urban/Agricultural Conflicts. The City shall ensure that new developments adjacent to agricultural areas are informed about nearby agricultural operations and the potential for noise, dust, aerial spraying, and odor.

NCR-3.4 Agricultural Buffers. The City shall require proposed development to assess potential impacts from adjacent agricultural uses and recommend buffers and other design features to mitigate the impacts, including air quality impacts.



NCR-3.5 County Agricultural Policies. The City shall support policies adopted by Humboldt County to promote the viability of agriculture.

NCR-3.6 Regional Cooperation. The City shall cooperate with local agricultural organizations and regional and State agencies that provide funds for agricultural conservation/mitigation to promote the viability of local agriculture.

NCR-3.7 Retain Timber Lands. The City shall encourage timber land retention.

NCR-3.8 The City shall support agricultural land conservation and encourage minimal conflicts between agricultural and non-agricultural uses through all of the following:

- By establishing stable boundaries separating urban and rural areas, when necessary, and buffer areas to minimize land use conflicts;
- By promoting in-filling to achieve a more logical urban/ agricultural boundary;
- By developing available lands not suited for agriculture,

or those located within Urban Study Areas, prior to the conversion of agricultural lands outside of those areas.

- By assuring that public service facility expansions and non-agricultural development do not inhibit agricultural viability, either through increased assessment costs or degraded air or water quality.
- By broadening the utility of agricultural preserves and the Williamson Act Program;
- By not allowing residential subdivision of lands planned Agriculture; and
- By allowing lot-line adjustments for agriculturally designated lands only where planned densities remain constant and there is no resulting increase in the number of building sites.

NCR-3.9 The City shall not permit new urban development on parcels with Williamson Act contracts unless directly related to the existing agricultural activities/operations (e.g., barns, agricultural processing facilities, wells, water reservoirs, etc.).

NCR-3.10 The City shall require clustering where development is proposed on Prime Farmland, Unique Farmland, or Farmland of Statewide Importance pursuant to the California Resources Agency's Farmland Mapping and Monitoring Program, to retain the amount of farmland.

Programs



NCR-17. The City shall develop, adopt, and apply standards when considering the conversion of agricultural lands to other uses based on a land evaluation and site assessment system.

Responsibility: Community Development
Time Frame: Refer to Appendix C

NCR-18. The City shall adopt applicable Humboldt County farmland preservation standards.

Responsibility: Community Development
Time Frame: Refer to Appendix C



Mineral Resources

Goal NCR-4

To manage and permit the extraction and transportation of mineral resources, while protecting the environment and surrounding land uses from adverse effects.

Policies

NCR-4.1 Minimize Land Conflicts. The City shall require that new extractive operations are designed to provide a buffer between existing or likely adjacent uses, to minimize incompatibility with nearby sites and adequately mitigate their environmental and aesthetic impacts.

NCR-4.2 Future Development Planning. The City shall plan future development such that it will not interfere with the utilization of identified mineral deposits.



NCR-4.3 Extraction Management. The City shall mitigate environmental impacts from mineral resource extraction and transport, with applicable conditions for:

- Nuisance abatement for dust, odor, debris, and noise;
- Restoration of natural features, such as ground cover, topography, drainage, habitat, groundwater, and related issues; and
- Control of traffic volumes and damage to road surfaces.

NCR-4.4 Reclamation Conditions. The City shall apply appropriate conditions for reclamation of mineral resource extraction sites for safe, attractive, and beneficial future use.

NCR-4.5 County, State, and Federal Regulation Compliance. The City shall identify and apply applicable County, State, and Federal regulations when permitting resource extraction.

NCR-4.6 SMARA Compliance. The City shall require environmentally sound mining operations through compliance with the California Surface Mining and Reclamation Act (SMARA) and other applicable standards and regulations.

NCR-4.7 Mineral Deposits Mapping. The City shall work with Humboldt County and the State to develop, maintain, and periodically update maps identifying areas with known valuable mineral resources and areas where permission exists for mineral development, within the Planning Area.

NCR-4.8 Non-Mineral Development. The City shall oppose non-mineral development which would be adversely impacted by mineral working.



Programs

None for this section

Soil Resources

Goal NCR-5

To protect, maintain, and conserve the City's soil resources through reduced erosion and proper agricultural practices.

Policies

NCR-5.1 Soil Stabilization Measures. The City shall continue to require soil stabilization measures that mitigate soil erosion and sedimentation.

NCR-5.2 Preventing Soil Contamination. The City shall continue to ensure the proper use, storage, and disposal of toxic chemicals to prevent soil contamination.

NCR-5.3 Soil Conservation. The City shall promote the employment of soil conservation practices as recommended by the U.S. Soil Conservation Service.

NCR-5.4 Native Plants. The City shall require the protection and preservation of native plant communities next to creeks to aid in the prevention of bank and levee erosion.

NCR-5.5 Erosion Control Measures. The City shall require the use of vegetated buffer strips and other "best management practices" to slow runoff from impermeable surfaces and to improve natural pollutant removal when permitting new development.

NCR-5.6 Septic System Standards. The City shall cooperate with the County Department of Environmental Health to ensure that proposed septic systems meet health and safety standards to avoid soil and groundwater pollution.

NCR-5.7 Minimum Land Clearing. The City shall limit the removal of vegetation to the extent necessary to access and create a building site, for the fire protection and for construction. The City shall mitigate land-clearing activities to avoid soil erosion.

NCR-5.8 Soil Classification and Land Use. The City shall discourage new residential subdivisions and other urban development on areas of Class 1 and 2 soils except where the General Plan Land Use Diagram has designated the land for urban uses.

Programs

NCR-22. The City shall maintain, implement, update, and enforce its Storm Drainage Master Plan as required by the Clean Water Act and the Porter-Cologne Water Quality Control Act, in order to reduce the discharge of pollutants and to protect water quality.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C



NCR-23. The City shall draft and adopt a grading ordinance to address concerns with hillside grading, wet-weather grading, and grading activities adjacent to waterways.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C

NCR-24. The City shall continue to implement a Grading, Drainage, and Erosion Control Ordinance that: establishes rules and regulations to control excavation, grading, drainage, and erosion; establishes the administrative procedure for issuance of permits; and provides for approval of plans and inspection of grading construction, drainage measures and erosion control methods.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C

Energy Conservation

Goal NCR-6

To reduce consumption and reliance upon non-renewable energy sources and promote energy conservation, energy efficiency, and the use of alternative energy sources in new and existing development.



Policies

NCR-6.1 Site Design Standards. The City shall strive to incorporate cost-effective, energy-efficient construction techniques and materials.

NCR-6.2 New Development Requirements. The City shall encourage new residential and commercial development to be pre-wired to accept electricity generated on-site from solar panels, wind generators, or other means and plumbed for the future installation of hot water panels.

NCR-6.3 Conserving Construction Resources. The City shall support revitalization of and reinvestment in core areas (i.e., Main Street, Fortuna Boulevard) and rehabilitation and revitalization of older existing buildings to conserve construction resources.

NCR-6.4 Energy Education and Training. The City shall support the Redwood Coast Energy Authority (RCEA) in its effort to provide community education on energy issues, including the benefits of reduced energy consumption and increased energy efficiency. This includes collaborating with schools and colleges on energy-related research, education, and management practices.

NCR-6.5 Solar Access. The City shall encourage maximized solar access (active and passive) in site planning and design. Where possible, lots and buildings in subdivisions and new development should be oriented and designed to maximize and protect solar exposure.



NCR-6.6 Municipal Purchasing and Procurement. The City shall purchase and use administrative supplies and building materials made from recycled materials and renewable resources.

NCR-6.7 Energy Star® Equipment. The City shall purchase or operate Energy Star® electrical equipment (considering life-cycle costs) to follow principles of energy-efficient source reduction and resource recovery for its own operations and promote these principles in the community.

NCR-6.8 Energy Audits. The City shall coordinate with the RCEA to encourage property owners to conduct energy audits.

NCR-6.9 Retrofitting for Energy Efficiency. The City shall promote retrofitting of existing energy-inefficient buildings to meet or exceed the most-current energy efficiency standards (i.e., LEED certification).



NCR-6.10 Energy Recovery Systems. The City shall require, whenever economically and physically feasible, the use of energy recovery systems in projects greater than one single-family residential unit.

NCR-6.11 Recycling and Waste Diversion. The City shall comply with all mandatory State Recycling and waste diversion standards.

NCR-6.12 Construction and Waste Diversion. In order to meet State's mandated waste diversion requirements, the City shall promote the diversion of construction waste by requiring contractors to recycle as much construction debris as feasible.

NCR-6.13 Public Information and Education. Continue to provide information, marketing, training, and education to support energy efficiency and energy conservation.

NCR-6.14 Explore Energy Efficiency Standards for Existing Buildings. Explore and, if appropriate, adopt energy efficiency standards for existing residential and commercial buildings upon substantial remodel.

Programs

NCR-25. The City shall consult and cooperate with RCEA to develop materials and publicize the benefits of energy conservation, to prompt the community to choose measures that maximize energy conservation and energy-efficiency in their daily lives.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C

NCR-26. The City shall review its building codes and ordinances to identify revisions that promote energy efficient building design and construction practices. These could include the installation of water saving and energy efficient appliances, use of sustainable building materials and low VOC paint, incentives for recycling construction debris, reducing runoff, retaining vegetation and controlling soil erosion. The City shall consider the feasibility of providing incentives for new and renovated projects that incorporate these provisions.



Responsibility: Community Development
Time Frame: Refer to Appendix C

NCR-27. The City shall work with construction contractors to find methods and means to recycle construction wastes in an effort to reduce construction waste to below State standards.



Responsibility: Community Development
Time Frame: Refer to Appendix C

Archaeological, Cultural & Historical Resources

Goal NCR-7

To foster the identification, protection, and enhancement of the city's archeological, historical, and paleontological resources for their cultural value.

Policies

NCR-7.1 Historic, Archaeological and Paleontological Resources. The City shall maintain a record of significant historic and archaeological resources and use applicable State

and Federal Standards to evaluate the significance of development on those resources. For historic, archaeological and paleontological resources determined to be significant, the City shall require that these resources be studied, curated, and/or otherwise preserved as required by federal and state regulations.

NCR-7.2 Cultural Community Celebration. The City shall recognize and embrace the diversity of cultures in the community and encourage the expansion of public festivals celebrating cultural identities.

NCR-7.3 Historic Resources Evaluation. The City shall require the use of appropriate State and Federal standards to evaluate the significance of historic resources identified within the City.

NCR-7.4 Historic Structures and Sites. The City shall support public and private efforts to identify, preserve, rehabilitate, and continue the use of historic buildings, structures, sites, and districts.



NCR-7.5 Demolition of Historic Properties. The City shall discourage the premature demolition of existing buildings, structures, objects, cultural landscapes, and sites without first evaluating whether they contribute to the historical or architectural character of the city or neighborhood. The City shall consider the potential for preservation of those found to contribute to such character.

NCR-7.6 Historic Materials. During structural demolition, the City shall encourage the safe salvage of building materials from older structures and the donation of historic building elements to the Depot Museum or to the Building Preservation Technology (Construction Trades Program) at College of the Redwoods.

NCR-7.7 Local Historic Landmark Preservation. The City shall designate and preserve significant buildings, structures, sites and objects that are representative of the city's social and physical development; are reminders of past eras, events, and persons important in local, State, or national history; provide significant examples of cultural landscapes and architectural styles of the past; or are unique and irreplaceable assets to the city and the neighborhood in which the historical resource is located.

NCR-7.8 Historic Landmarks Designations. The City shall encourage owners of eligible properties to request California Register, National Register, and State Historical Landmarks designations for their properties.



NCR-7.9 State Historic Building Code. The City shall follow the State Historic Building Code for historic properties.

NCR-7.10 Local Historic Recognition. The City shall encourage and, where appropriate, participate in the recognition of individuals and families who played significant roles in the development of Rohnerville and Fortuna including the Rohner, John Montgomery, Wright, and (John) Brown families.

NCR-7.11 Infill that Retains Neighborhood Character. The City shall encourage developers to design infill projects that are compatible with existing construction to retain the character of Fortuna's older and/or historically significant neighborhoods.

NCR-7.12 Historic Agricultural Retention. If requested by the property owners, the City shall cooperate with owners of established orchards or farms (at least fifty years of age) to explore options for retaining the historic nature of the land through the establishment of a Historic Park and/or a Cultural Resource center as a private nonprofit entity, by means of a conservation easement, or as a donation of historic park land to the City.



NCR-13 Historically or Culturally Significant Neighborhoods. The City shall work with residents and neighborhood groups interested in creating historically or culturally significant neighborhoods or districts including the development of zoning standards unique to that area designed to retain the area's character and to protect historically significant structure.

NCR-7.14 Native American Consultation Regarding Archaeological Resources. Where proposed development activities have the potential to impact archaeological resources, the City shall request Native American consultations.



NCR-7.15 Discovery of Human Remains. If human remains are discovered during construction activities, applicable agency notifications shall be made (County Coroner, Native American groups, etc.) and remains treatment protocols followed.

Programs

NCR-28. The City shall establish a non-profit organization for the purposes of identifying and conserving local history and heritage to supplement the existing Historical Commission.

Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-29. The City shall establish a voluntary program to designate buildings, structures, sites, objects, or cultural landscapes having special character or special historic, architectural, or aesthetic interest or value as local Historic Landmarks. An inventory or database of buildings, structures, sites, and objects eligible for designation as a Local Historic Landmark shall be compiled and maintained by the City.



Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-30. The City shall develop a program to designate buildings, structures, sites, and objects, or cultural landscapes having special character or historic, architectural, or aesthetic interest or value as local Historic Landmarks. Such properties shall be protected from demolition and inappropriate alterations. A current inventory or database of buildings, structures, sites, and objects eligible for designation as a Local Historic Landmark shall be developed and maintained by the City. One or more of the following criteria shall be required for a property to be eligible for listing;

- The property is particularly representative of a distinct historical or architectural period, type or style, or illustrative of a way of life;
- The property is of a type or style that was once common but now is rare;
- The property is at least 50 years old;
- The property or site is connected with a person or event

important to local history;

- The property or builder is considered to be of significance in the field or well-recognized in the community;
- The style, construction method, or materials are determined to be of unusual merit or significance to the history of the community, regional, State or local history;
- The overall composition, design, or details of the property or landscape are determined to be of unusual merit or significance to the history of the community, or regional, State or local history; or
- The property contains original materials or displays workmanship determined to be of significance to the history of the community; or regional, State or local history; or of unusual merit.



Responsibility: Community Development
Time Frame: Refer to Appendix C

NCR-31. The City shall promote a commemorative plaque program to provide greater recognition and identification of property owners and sites that are awarded designation as a historical landmark or structure.

Responsibility: Community Development
Time Frame: Refer to Appendix C

NCR-32. The City shall work with the Fortuna Chamber of Commerce and Historical Commission to prepare informational guides or walking tour guides for Fortuna's most-significant historical resources to promote appreciation of the community's heritage sites and contribute to Fortuna's tourism attractions.



Responsibility: Community Development
Time Frame: Refer to Appendix C



NCR-33. To promote public awareness and appreciation of the City's diverse history, cultural landscapes, architectural heritage, and cultural resources, the City shall provide information and education about methods and techniques to protect and enhance the quality of these resources. The City shall encourage public participation in documenting, preserving, and interpreting the heritage of the people of Fortuna, its history, cultures, and diverse traditions.

Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-34. The City shall compile a database of known historic and cultural resources consisting of sites, events, individuals, tribes, transportation routes, and structures that have affected the development of the Rohnerville/Fortuna area.

Responsibility:	Community Development
Time Frame:	Refer to Appendix C



NCR-35. The City shall recognize Fortuna Blvd. as the historic route of US 101 and apply for State and Federal Transportation Enhancement funds to help retain its unique design and to interpret its historic role.

Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-36. Decisions regarding the stewardship and disposition of any Native American cultural resources discovered during the planning and implementation of development projects under the proposed General Plan shall be made in consultation with the appropriate culturally affiliated tribal representatives.

Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-37. The City shall require that historic building preservation efforts subject to City permit procedures conform to applicable Secretary of the Interior's Standards.

Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-38. For new development projects in areas that may contain archeological resources and for all projects more than 5 acres, the City shall require an archaeological records search at the North Coast Information Center (NCIC). Should the NCIC report determine the potential for archaeological resources; appropriate Native American consultation is required and Tribal Historic Preservation Officer (THPO) recommendations followed.



Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-39. For new development projects in areas that may contain archeological resources and for all projects more than 5 acres, the Bear River Band of Rohnerville Rancheria and the Wiyot tribe shall be informed of subsurface construction activities at least one week prior to the proposed activity. If requested, tribal cultural resource monitors shall be allowed on-site. Should archaeological resources be encountered during subsurface construction activities, all work within 50 feet of the find shall be stopped or redirected and THPO recommendations followed.

Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-40. The City shall require that, where evidence suggests that a project might disturb paleontological resources, a reconnaissance-level ground survey and records search be conducted by a paleontologist, who shall also identify appropriate monitoring procedures and mitigation.

Responsibility:	Community Development
Time Frame:	Refer to Appendix C

NCR-41. The following provisions shall be added to the Fortuna City Code to address the potential impacts of proposed development on historic, archaeological and paleontological resources:

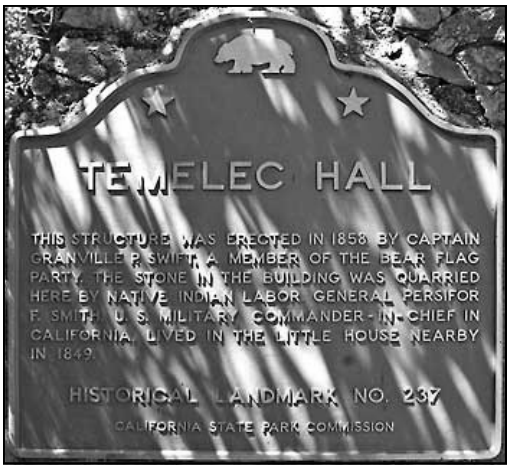
- For development projects of 5 acres or more in size which are determined to have moderate to high sensitivity based on a North Coast Information Center (NCIC) cultural resources record search, the developer shall have an archaeological study prepared that evaluates the potential for significant impacts to archaeological resources and identifies mitigation measures to reduce any significant impacts;
- For development projects of 5 acres or more in size, the City shall consult with the Bear River Band of Rohnerville Rancheria and the Wiyot tribe on the potential archaeological resources impacts, and the tribes shall be informed of subsurface construction activities in advance so that tribal representatives may be present;
- The City shall condition development to suspend construction work if human remains are uncovered, immediately notify the Fortuna Community Development Department, Humboldt County Coroner, Native American Heritage Commission and the relevant Native American representative, and adhere to NAHC treatment and disposition requirements.
- If archaeological resources are encountered during subsurface construction activities, all work within 50 feet of the find be stopped or redirected until a qualified archaeologist paid for by the developer determines significance and identifies mitigation;
- Prior to approval of development that would alter or demolish existing buildings of 45 years of age or older, the developer shall have a historical resources study prepared to determine whether the building is eligible for listing in the National Register of Historic Places or the California Register of Historic Resources, and if yes, that identifies mitigation measures consistent with the *Secretary of Interior's Standards for the Treatment of Historic Properties, Standards for Rehabilitation, 1995;*
- Where evidence suggests that a proposed development project would be constructed within a soil or rock



formation that has yielded paleontological resources in the area in the past, the developer shall have a paleontological study prepared to determine whether significant paleontological resources are present, and if yes, that identifies mitigation measures required to avoid significant impacts to these resources;

- If paleontological resources are encountered during subsurface construction activities, all work within 50 feet of the find shall be stopped or redirected, and a qualified paleontological consultant paid for by the developer shall evaluate the find, determine significance, and identify any required mitigation.

Responsibility: Community Development
Time Frame: Refer to Appendix C



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Parks, Recreation, & Open Space

Fortuna has a large, multifaceted park, recreational facility, and open space system. Parks provide venues for Fortuna's annual festivals, while the recreational facilities and open space corridors allow for active and passive uses.

There are two multi-use urban community parks located within the city limits. Rohner Park contains the depot museum, the Fireman's Pavilion, the Rodeo Arena, and a five-acre community forest. Newburg Park has baseball and softball fields, batting cages, an outdoor basketball court, horseshoe pits, a volleyball court, a pistol range, a cook shack, a deep BBQ pit, playgrounds, large picnic areas, and soccer fields. School grounds are also considered community parks, offering both play and recreational facilities. The City of Fortuna also owns and maintains two pocket park facilities.

Fortuna's River Lodge is a popular meeting/ conference facility located on the bank of the Eel River. The adjacent Riverwalk pathway located on Eel River's east side levee provides outstanding Eel River Valley views. The Monday Club is a meeting facility named after a women's organization founded in the 1920s, the Fortuna Monday Club.

Fortuna's open space consists primarily of privately owned undeveloped land and scattered agricultural parcels. Open space areas also include stream and creek riparian areas, hillsides, bluffs, parks, and school fields. Designating or otherwise protecting lands as open space provides for habitat and species protection; managed production of natural resources (e.g., agricultural and forest products) recreational uses; river access and scenic and aesthetic resources; and avoidance of development on potentially hazardous steep slopes, faults, and flood zones. Open space is also valuable for preserving scenic views and other aesthetic considerations.

The overall park, recreational facility, and open space system is enhanced when lands are linked by natural biological corridors, greenways, easements, and pedestrian and bicycle facilities. These lands also retain natural drainage systems, sustain habitats, enhance the community's viewshed, and provide an aesthetic resource. Designating these and other open spaces in the General Plan documents their value to the community. It also allows City decision-makers to identify parks, recreational facilities, and open space as an important resource when considering proposed changes in community form.



GOALS, POLICIES, & PROGRAMS

The Parks, Recreation, & Open Space Element provides goals, policies, and implementation measures to ensure that Fortuna's parkland, recreational facility, and open space provisions match future growth. In particular, policies focus on capitalizing on the City's two greatest natural resources, the Eel River and the Headwaters Forrest, for expansion of open space and recreational resources.

This element is divided into the following sections:

- Parks;
- Recreation; and
- Open Space.

Parks



Goal PROS-1

To provide a variety of parks that serves community needs and attracts and encourages active use by Fortuna's residents, workforce, and visitors.

Policies

PROS-1.1 Balanced Park System. The City shall develop and promote the use of its park system to include a balance of passive and active recreational opportunities (e.g., parks connected by natural greenways or bike paths).

PROS-1.2 Needs Assessment. The City shall periodically assess park and recreation needs, with community input, to ensure that park service levels and facilities are adequate to accommodate population growth and parkland usage. This assessment will include recommendations for existing and new facilities (e.g., swimming pool).

PROS-1.3 Park Maintenance. The City shall maintain and update park equipment and facilities as needed, including playground equipment, park benches, picnic tables, access, ball fields, landscaping, and group activity areas.



PROS-1.4 Acquire Adjacent Parkland. The City shall enhance parklands and resource protection opportunities through acquisition of lands adjacent to existing parkland, wherever feasible.

PROS-1.5 Parkland Standards and Dedication. The City's Parkland Standard shall be a ratio of five acres per 1,000 residents. Additional parkland may be acquired through donations, joint development of public facilities, private recreational facilities, and school facilities.



PROS-1.6 Quimby Act. The City shall adopt an ordinance enacting the powers of the State Quimby Act to improve and expand existing parklands and recreational facilities.

PROS-1.7 Park Funding. The City shall ensure that appropriate funding mechanisms are identified to adequately fund the development and maintenance of new and existing parks and recreational facilities and the redevelopment of existing parks and recreational facilities.

PROS-1.8 Public/Private Partnerships. The City shall encourage civic and business organizations to assist with park improvement projects.



PROS-1.9 Agency Coordination. The City shall coordinate and cooperate with the Rohner Community Recreation and Park District (RCRPD) and other municipal, County, State, and Federal agencies in planning, developing, protecting, and managing park resources, to minimize duplication and competition.

PROS-1.10 Encroachment Protection. The City shall strive to protect parklands from encroachments and minimize adverse human impacts to natural recreation areas.



PROS-1.11 Park Location. When possible, the City shall locate parks conveniently to neighborhoods and areas with good pedestrian or trail access.

PROS-1.12 Park Linkages. The City shall improve open space corridors with linkages between parks and existing corridors suitable for both pedestrian and bicycle use.

PROS-1.13 Joint Use of School Facilities. The City shall continue to share park facilities with the Fortuna School Districts at school properties.

PROS-1.14 Special-Use Facilities. The City shall identify community needs and provide areas and/or facilities for special recreational uses such as ball fields, community swimming pool, skateboard park, dog park, bicycle paths, and walking trails.

PROS-1.15 Recreational Lake. The City shall encourage the creation of a recreational lake on land immediately south of the River Lodge.



PROS-1.16 Riparian Corridors. The City shall require the dedication and development of riparian corridors for recreational activities and natural resource protection, including trails, native landscaping, buffers from adjacent development, and developed park-like landscaping in high-use areas such as riparian corridor access points.

PROS-1.17 Park Size. The City shall strive to meet the following minimum size recommendations for parks:

- Mini/Pocket Parks – ¼ acre to 5 acres,
- Neighborhood Park – 5 to 10 acres,
- Community Park – 10 to 60 acres, and
- Regional Park – 60 to 500 acres.

PROS-1.18 Park Identification. The City shall design parks with clearly marked entrances and unified signage.

PROS-1.19 Effects on Surrounding Neighborhoods. The City shall minimize disturbances to surrounding neighborhoods through careful park planning, site design, management, and operations.

PROS-1.20 Compatible Development Design. The City shall encourage designs for development adjacent to park property that minimize the potential impacts and are complimentary to the natural resource values of the parklands.



PROS-1.21 Linear Park System. The City shall seek to establish and maintain a linear park system of waterways, greenbelts, bicycle paths, and pedestrian walkways that link City park facilities and other key destinations.

PROS-1.22 Park Design Criteria. The City shall consider the following factors in the design of new parks:

- Safety,
- Security,
- Maintenance,
- Accessibility,
- Landscaping complimentary to the surrounding environment,
- Travel distance of users,
- Passive versus active use areas,
- Restroom facilities,
- Citizen input,
- Adequacy of off-street parking, and
- Flexibility for programming activities.



PROS-1.23 Adaptable Facilities. The City shall ensure that the location and design of park and recreational facilities are adaptable to changing recreational, demographic, and economic trends (e.g., changeable fields, multi-purpose structures).

PROS-1.24 Wildlife Habitat. The City shall maintain wildlife habitat values during design and ongoing maintenance of new park facilities through provision of open space, wildlife corridor areas, and the protection of native vegetation.

PROS-1.25 Landscaping. The City shall encourage the installation and maintenance of non-irrigated landscapes and native species in new and existing park development.

PROS-1.26 Construction Materials. The City shall require the use of permeable pavements, non-toxic materials, recycled materials, locally manufactured products, locally available materials, and low energy-requiring facilities and technologies to the greatest extent practicable in the construction and maintenance of park facilities.

PROS-1.27 Forest Best Management Practices. The City shall conserve and use Best Management Practices to protect the forest resources contained in the Rohner Park's Community Forest.

PROS-1.28 Community Forest Expansion. The City shall expand the size of the Community Forest through the annexation and acquisition of adjacent forested land.

Programs

PROS-1. The City shall develop a City-wide Parks and Recreation Master Plan to assess service areas, level of service, maintenance and upgrade schedules, ADA compliance, stewardship guidelines, and future facility needs.

Responsibility: Parks & Recreation Commission, Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C



PROS-2. The City shall adopt an ordinance enacting the powers of the State Quimby Act to improve and expand upon parks and recreational facilities.

Responsibility: Parks & Recreation Commission, Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C

PROS-3. The City shall adopt an ordinance enacting parkland dedication requirements or in-lieu fees from new development to improve and expand upon parks and recreational facilities. The

Ordinance shall require parkland dedication at a ratio of five acres of parkland per 1,000 residents or payment of comparable in-lieu fees.



Responsibility: Parks & Recreation Commission, City Administration, City Council, Community Development
Time Frame: Refer to Appendix C

PROS-4. The City shall encourage responsible pet ownership by providing supplies for dog waste clean-up at all parklands that allow canine use.

Responsibility: Parks & Recreation Commission
Time Frame: Refer to Appendix C

PROS-5. The City shall draft written agreements between the school districts and the City outlining the shared use of facilities.



Responsibility: Parks & Recreation Commission
Time Frame: Refer to Appendix C

PROS-6. The City shall periodically update a list of desirable special use facilities.

Responsibility: Parks & Recreation Commission
Time Frame: Refer to Appendix C

Recreation

Goal PROS-2

To retain and expand Fortuna's recreational facilities, community centers, bikeways and trails, and programs to meet the needs of Fortuna's residents, workforce, and visitors.



Policies

PROS-2.1 Community Center. The City shall encourage the development of a community center for teens, seniors, and other residents, with sufficient space for outdoor activities, classes, meetings, and special events.



PROS-2.2 Joint School and Community Facilities. Whenever appropriate, the City shall consider joint-use facilities that combine community center functions with schools.

PROS-2.3 Monitor Facility Usage. The City shall monitor the use of athletic fields and facilities to determine additional needs.

PROS-2.4 Cultural Programs and Festivals. The City shall support cultural programs and festivals in conjunction with local groups and organizations.

PROS-2.5 Increase Senior and Teen Programs. The City shall participate with other public agencies and private non-profit organizations to provide recreational programs for seniors, teens, and other groups.

PROS-2.6 Volunteer Opportunities. The City shall encourage volunteer opportunities in the delivery of the City's various programs and the enhancement of City facilities.



PROS-2.7 Community Pool. The City shall support efforts by the community to identify suitable locations for a community pool and pursue potential partnerships, (e.g., schools) to share development and operational costs.

PROS-2.8 Persons with Disabilities. The City shall strive to provide recreational opportunities and facilities for people of all ages and abilities, including meeting the requirements of the ADA.

Programs

PROS-7. The City shall create opportunities and incentives, such as public acknowledgement plaques and signs, for volunteers, private businesses, non-profit organizations, and agencies that participate in recreation program delivery and facility enhancement activities.

Responsibility: Parks & Recreation Commission
Time Frame: Ongoing

Open Space

Goal PROS-3

To provide for and maintain open space resources.

Policies

PROS-3.1 Land Use Incentives. The City shall encourage private landowners to protect environmental, historical, and cultural resources through a variety of incentives and programs.



PROS-3.2 Open Space Dedication. The City shall require developers to protect riparian vegetation and foothill scenic resources of the City through dedication of land for open space.

PROS-3.3 Eel River Floodplain. The City shall maintain areas in and adjacent to the Eel River floodplain as open space, provide public access, and encourage trail development.

PROS-3.4 Common Open Space Requirements. The City shall require common open space in all planned developments, including single-family projects.

PROS-3.5 Rohner and Strongs Creek Improvements. The City shall investigate improvements to Rohner and Strongs Creek, to upgrade capacity as multi-use open space, recreational activities, and flood-control and stormwater channels.



PROS-3.6 Retention in Natural Condition. The City shall cooperate and coordinate with appropriate agencies to maintain and preserve the quality of streams, marshes, and wetland areas and, to the extent possible, retain in their natural condition.

PROS-3.7 Public Education. The City shall develop interpretive and educational information to build community-wide support for public use of open space areas.

PROS-3.8 Acquire Significant Natural Resources. The City shall identify and prioritize acquisition of lands with significant natural resources, including areas connected to other open space areas and park facilities, to ensure they are reserved and enhanced for public use.

Programs

PROS-8. The City shall coordinate and cooperate with the County, local schools, BLM, California Parks and Recreation, and other appropriate agencies to develop educational programs and materials that encourage natural resource stewardship and highlight the significance of open space resources in and around Fortuna, including the Headwaters Forest.

Responsibility: Parks & Recreation Commission
Timeframe: Refer to Appendix C

PROS-9. The City shall conduct a feasibility study of the Rohner, Strongs and Jameson Creek riparian corridors to upgrade flow capacity for multiuse open space, recreation, and flood control.

Responsibility: Parks & Recreation Commission; Community Development
Timeframe: Refer to Appendix C





Public Facilities & Services

The City is responsible for the development and day-to-day operations of public services and facilities. This is accomplished either directly or indirectly through contracts and agreements with private organizations or other governmental agencies.

Each type of service has a unique set of constraints that must adapt to the challenges of population growth. Services provided by the City include water, stormwater drainage, wastewater treatment, senior transportation, emergency communications, and law enforcement.

Supporting the City are other organizations that address solid and hazardous waste disposal (including recycling), fire protection, education of youth, public utilities (power and telecommunications) and public library services.

GOALS, POLICIES, & PROGRAMS

The Public Facilities & Services Element provides a description of existing public facilities and services, their locations, and the plans and locations of future expansions to those existing services and facilities. It also provides a framework for developing a comprehensive plan for the development of Public Facilities and Services, which relates to the land use policies set forth in the General Plan. This element is divided into the following sections:

- General,
- Infrastructure Funding,
- Water,
- Wastewater,
- Stormwater Drainage,
- Solid Waste,
- Gas & Electric Service,
- Communication Systems,
- Law Enforcement,
- Fire Protection,
- School Facilities, and
- Libraries.



General

Goal PFS-1

To ensure the efficient and cost effective delivery of services and well maintained infrastructure systems, commensurate with the City's ability to finance and operate.

Policies

PFS 1.1 Public Facility Monitoring. The City shall monitor water, wastewater and storm drain system capacities on an annual basis, and make capacity improvements as needed.

PFS-1.2 Adequate Public Facilities to Serve New Development. The City shall ensure through the development review process that adequate public facilities and services are available to serve

new development when required. The City shall not approve new development where existing facilities are inadequate to support the project, unless the applicant can demonstrate that all necessary public facilities (including water, sewer, storm drainage, transportation, police and fire protection services) will be installed or adequately financed and maintained (through fees, special taxes, assessments, or other means.

PFS-1.3 Infrastructure Coordination. The City shall ensure that the provision of streets, sewer, water, drainage, and other necessary infrastructure is coordinated in a logical manner, so as to reduce design, construction, and maintenance costs.



PFS-1.4 Ultimate Capacity Needs. The City shall ensure through the development review process that public facilities and infrastructure are designed and constructed to meet ultimate capacity needs, pursuant to a master plan, to avoid the need for costly retrofitting.

PFS-1.5 Necessary Infrastructure. The City shall require all new development and major modifications to existing development to construct necessary on-site infrastructure to serve the project in accordance with City standards.

PFS-1.6 Project Impacts on Infrastructure. When reviewing applications for land use designation changes (i.e., General Plan amendments, specific plan), the City shall analyze the impacts of the proposed land use designation changes on all aspects of the infrastructure system within the city and require mitigation as legally required. This shall include consultation with other service providers who have infrastructure within the city.



PFS-1.7 City Hall Expansion. The City shall plan and design for the expansion of City Hall to accommodate the continued growth of City services.

PFS-1.8 Water Rights Allocation. The City of Fortuna shall monitor its water use on an annual basis. At such time as annual water use equals annual permitted water allocation, additional water supply must be obtained by the city prior to approving new development in the city.



PFS-1.9 City Service Extensions to Annexation Areas. Upon LAFCo approval, City water, wastewater conveyance and treatment, storm drainage and police service shall be extended to the Riverwalk, Strongs Creek, Carson Woods, and Rohnerville annexation areas. The City shall not approve new development in these areas until services are available.

Programs

PFS-1 The City shall prepare and annually review public facility master plans (e.g., water, wastewater, drainage). Every five years, the City shall update those plans to ensure compliance with appropriate State and Federal laws, use of modern and cost-effective technologies, and compatibility with current land use policy.

Responsibility: Public Works, Community Development
Time Frame: Ongoing

PFS-2 The City shall continue to update its Capital Improvement Program to address the city's existing and projected public facility needs.



Responsibility: Public Works, Community Development
Time Frame: FY 2009-2010, Ongoing

PFS-3. At such time as any water, wastewater or storm drain element (pipes, pump stations, treatment facilities, etc.) reaches 90% of capacity, increased capacity shall be programmed.

Responsibility: Public Works, Community Development
Time Frame: Ongoing

PFS-4. New subdivisions, PUDs, and other large development projects (e.g., residential projects over 20 units, commercial/ office/industrial projects over 10,000 sq. ft.) shall demonstrate that adequate water, fire flow, wastewater collection, wastewater treatment/disposal, and storm drainage can be provided without adversely impacting service to existing uses.

Responsibility: Public Works, Community Development
Time Frame: Ongoing

PFS-5. The City shall require that a SB 610 Water Supply Assessment be prepared for proposed development projects that meet the State Assessment threshold (e.g., ≥ 500 EDUs). The Assessment shall demonstrate there is adequate potable water supplies to serve the proposed project along with existing and cumulative development within the City in 5-year increments over a 20-year projection, under average normal, single-dry, and multi-dry years.



Responsibility: Public Works, Community Development
Time Frame: Ongoing

Infrastructure Funding

Goal PFS-2

To ensure that adequate facility and service standards are achieved and maintained through equitable funding methods.

Policies

PFS-2.1 Fair-Share Costs. The City shall require, to the extent legally possible, that new development pays the cost of providing new public facilities and services and/or the cost for upgrading existing public facilities and infrastructure. Exceptions may be made when new development generates significant public benefits and/or when alternative sources of funding can be identified to offset foregone revenues.



PFS-2.2 Project Fiscal Impact Statements. The City shall analyze or require the preparation of a fiscal impact analysis for projects that require amendments of the General Plan land use designations. The analysis shall examine the fiscal impacts on City infrastructure and services as well as other public service providers and identify methods and means for the project to fund any fiscal deficits.

PFS-2.3 Fees. The City shall continue to use development fees, public facilities fees, and other methods (e.g., grant funding, assessment districts) to finance public facility design, construction, operation, and maintenance.

PFS-2.4 Alternative Funding Sources. The City will identify and pursue alternative funding sources, including grant funding, that can be used for capital improvement project construction, staffing, and ongoing maintenance of public improvements.

PFS-2.5 Public Facilities Financing. The City shall require development proposals to include plans for development and financing of public facilities and services.

PFS-2.6 Redundant Construction Costs. Where some services are provided by other public entities, the City shall coordinate efforts with these agencies to provide appropriate levels of service and minimize redundant construction costs.

PFS-2.7 Off-Site Improvements. The City shall require all new development or major modifications to existing development to construct or provide a fair-share contribution toward off-site improvements necessary to offset project impacts and/or support the project.



Programs

PFS 6. The Fortuna Public Works Department shall establish and implement a fair-share fee program applicable to new development to help pay for system-wide water, wastewater conveyance, wastewater treatment, and storm drainage improvements required to serve this proposed development while maintaining existing levels of service through Year 2030. All proposed new development shall pay its fair-share of these improvements.

Responsibility: Public Works,
Time Frame: Ongoing

PFS-7. The City shall annually review and update its development fees to ensure adequate funding to deliver and maintain the service levels set out in the General Plan.

Responsibility: Public Works, Community Development, Administration, City Council
Time Frame: Ongoing

Water

Goal PFS-3

To ensure the adequate, reliable, and safe provision of water to all existing and future development within the city.

Policies



PFS-3.1 Water Main Extensions. The City will comply with State law regarding extension of water utilities beyond the City's boundaries .

PFS-3.2 Efficient Water Use. The City shall promote efficient water use and reduced water demand by:

- Requiring all new construction to comply with State and local water conservation requirements;
- Encouraging water-conserving landscaping and other conservation measures; and
- Encouraging retrofitting of existing development with water-conserving devices.

PFS-3.3 Regulatory Compliance. The City shall construct, operate, and maintain its municipal water system to meet all County Department of Environmental Health regulatory requirements including employment of certified operators.

PFS-3.4 Completion of Water System Improvements. The City through its Capital Improvements Program (CIP), shall complete the recommended water system improvements as identified and prioritized in the most recent Water System Improvements Study.

PFS-3.5 Water System Production, Treatment and Distribution Facilities and Components. The City shall continue to identify through its Capital Improvement Program, significant components of the water system that will require replacement or improvement during their useful lifecycle.

PFS-3.6 Water System User Rate Structure. The City shall continue to review and analyze the full operational, maintenance, and capital improvement costs as well as the cost of developing future capacity of the municipal water system.



The City shall maintain a rate and fee structure that is sufficient to generate sufficient revenues to offset these costs, thereby assuring future viability of the system.

PFS-3.7 Water System Capacity. The City shall maintain an adequate water system capacity to meet domestic and commercial water demands, including adequate fire flow capacity and water storage reserves.

PFS-3.8 Water Rights Allocation. The City shall renew or amend existing permitted water right allocations to accommodate existing and projected future municipal water usage.

Programs

PFS-8. The City shall prepare an Urban Water Management Plan (UWMP) and update the plan once every five years. The UWMP shall address the City's projected municipal supply and fire protection needs, water conservation practices, and management measures, as required by State law.

Responsibility: Public Works, Community Development
Time Frame: Ongoing



PFS-9. The City shall review the most cost-effective urban water conservation management practices, based as appropriate on recommendations of the California Urban Water Agencies, the California Department of Water Resources, or other appropriate agencies.

Responsibility: Public Works, Community Development
Time Frame: Ongoing

PFS-10. Emergency Response Plan. The City shall implement its Emergency Response Plan to reduce its water system vulnerabilities, and to upgrade its water security program.

Responsibility: Public Works, Community Development, City Council
Time Frame: Ongoing

Wastewater

Goal PFS-4

To ensure adequate wastewater collection, treatment, and disposal to protect the public health, safety, and welfare.

Policies

PFS-4.1 Public Sewer Infrastructure. The City shall require all new urban development to construct sewer infrastructure according to the City's municipal standards and incorporate it into the city's sewer collection system.

PFS-4.2 Gravity-Flow Collection. The City shall require that wastewater collection systems be designed on a gravity-flow basis, except where a site-specific engineering analysis clearly demonstrates the long-term cost-effectiveness or need for pumping facilities.

PFS-4.3 Clean Water Act Compliance. The City shall comply with the requirements of the Federal Clean Water Act to minimize the discharge of pollutants to surface waters, as required by the City's National Pollutant Discharge Elimination System (NPDES) permit.



PFS-4.4 Sewer Capacity. The City shall maintain sufficient wastewater collection treatment and disposal capacity to serve the residents of Fortuna.

PFS-4.5 Wastewater System Collection and Treatment Facilities and Components. The City shall continue to identify through the Capital Improvement Program all significant components of the wastewater system that will need to be replaced or improved during the useful life cycle.

PFS-4.6 Wastewater System User Rate Structure. The City shall continue to review and analyze the full operational, maintenance, and capital improvement costs, as well as the cost of developing future capacity of the city's wastewater system. The City shall maintain a rate and fee structure that is sufficient to generate revenues to offset these costs, thereby assuring future viability of the municipal wastewater system.



PFS-4.7 Alternative Private Wastewater Treatment Systems. The City shall consider the use of alternative private wastewater treatment systems (i.e., septic) on individual parcels located in very low density areas of the city that are not served by the city's public sewer collection system. Such consideration would be predicated on a site-specific engineering analysis that clearly demonstrates that connection to the public sewer system is financially not feasible. The alternative system must meet and comply with the requirements of the Humboldt County Department of Environmental Health and the North Coast Regional Water Quality Control Board.

PFS-4.8 Septic System Compliance. The City shall require that sewage disposal (septic) systems comply with all requirements of the Humboldt County Department of Environmental Health and the North Coast Regional Water Quality District.

PFS-4.9 Regulatory Compliance. The City shall construct, operate, and maintain the City's municipal wastewater system to meet all regulatory requirements of the North Coast Regional Water Quality Control Board and the City's NPDES permit, including the employment of appropriately certified operators.



PFS-4.10 The City shall require that proposed new industrial and manufacturing projects of greater than 5 acres include wastewater studies that: (1) quantify the constituents of the potential wastewater stream to be generated by the proposed development; (2) evaluate the impacts of adding the new stream to the City's ability to comply with its wastewater WDRs, NPDES permits and TMDL discharge requirements for discharges of treated effluent to the Eel River; and (3) identify mitigation measures, if required, if the additional waste stream will compromise the City's ability to comply with its discharge requirements.

Programs

PFS-11. The City shall prepare and periodically update a wastewater facilities master plan that identifies treatment facilities and collection system locations and sizes to serve the needs of the expanding city.

Responsibility: Public Works, City Council
Time Frame: Ongoing

PFS-12. Proposed subdivisions, PUDs and other large development projects shall route urban runoff through onsite grassy swales, infiltration/sedimentation basins, and oil/grit separators prior to discharging to the City's municipal storm water drainage system.

Responsibility: Public Works, Community Development, City Council
Time Frame: Ongoing



PFS-13. The City shall require that, prior to operating any proposed new industrial or manufacturing uses of greater than 5 acres, a Notice of Intent to comply with the California General Permit for Discharges of Storm Water Associated with Industrial Activities adopted by the State Water Resources Control Board shall be filed.

Responsibility: Public Works, Community Development, City Council
Time Frame: Ongoing

Stormwater Drainage

Goal PFS-5

To collect and dispose of stormwater in a manner that protects the city's residents, businesses, and property from the hazards of runoff and flooding, manages stormwater in a manner that is safe and environmentally sensitive, and enhances the environment.

Policies

PFS-5.1 Drainage Facilities Maintenance. The City shall require the regular inspection and maintenance of all drainage facilities, including detention basins and both natural and manmade channels, to ensure that their full carrying capacity is not impaired.

PFS-5.2 Natural Drainage. The City shall encourage the use of natural stormwater drainage systems in a manner that preserves and enhances natural features.



PFS-5.3 Adequate Drainage Facilities to avoid flooding. The City shall ensure that adequate drainage facilities are provided in new development to adequately convey 25-year storm event runoff without on-site or downstream flooding.

PFS-5.4 Runoff Quality. The City shall improve the quality of runoff from proposed new development through use of appropriate and feasible mitigation measures.

PFS-5.5 Surface Drainage. The City shall require that new development have surface drainage disposal accommodated in one of the following ways:

- Positive drainage to a City-approved storm drain, stream, creek, or other natural water course; or
- On-site drainage that is retained within the development.

PFS-5.6 Future Drainage Compliance. The City shall require future drainage system to comply with applicable State and Federal non-point source pollutant discharge requirements.



PFS-5.7 On-Site Drainage Treatment. The City shall implement on-site storm drainage treatment facilities in City projects wherever feasible.

PFS-5.8 Detention Facilities. The City shall use stormwater detention facilities to mitigate drainage impacts and reduce stormwater drainage system costs. To the extent practical, stormwater detention facilities should be designed for multiple purposes, including environmental, recreational, and/or stormwater quality improvement and the City shall provide low impact development (LID) drainage models for private development to follow.

PFS-5.9 Hillside Erosion. The City shall continue to collaborate with property owners in hillside areas to minimize erosion and sediment conveyance into City drainage facilities.

PFS-5.10 Rainy Season. The City shall prohibit grading activities during the rainy season, listed as October 15-April 15, unless a Winterization Plan has been submitted and approved by the City in conjunction with a grading permit application.

PFS-5.11 Fair-Share Costs. The City shall require all new developments to pay their fair share of the cost of improvements in the Storm Drainage Master Plan.



PFS-5.12 Assessment Districts. The City shall support the use of assessment districts or other types of funding mechanisms to spread out costs of planned drainage improvements included in the Storm Drainage Master Plan.

PFS-5.13 Storm Drain Master Plan Implementation. The City shall monitor the implementation of the Storm Drain Master Plan as development occurs, to ensure that the improvements are not being oversized nor undersized.



PFS-5.14 Drainage Studies. The City shall require site-specific studies including erosion control, watershed management, and flooding for all major developments that have the potential to create erosion, watershed, or flooding problems.

PFS-5.15 Drainage Easements. The City shall require dedication of drainage easements included in the Storm Drainage Master Plan as a condition of approval for any subdivision or use permit.



PFS-5.16 County Developments. The City shall monitor development in the County to ensure that drainage impacts from new projects do not impact the City's drainage system. If any impacts are projected to occur from developments in the County, the City shall require, as feasible, the County or developer to install adequate improvements to mitigate the anticipated impacts.

PFS-5.17 Vegetation Control. The City shall strive to keep excessive brush and vegetation clear from hillside creeks to facilitate stormwater drainage during heavy precipitation events.

PFS-5.18 Watershed Protection. The City shall promote the protection of watersheds and drainage systems within Fortuna by requiring mitigation from developers and by requiring that new development not increase the existing estimated 25-year peak runoff volume from a site.



PFS-5.19 Peak Runoff Detention. The City shall require any increase in runoff beyond the peak 25-year event resulting from new development to be retained or detained on-site or mitigated through off-site improvements to other streams or outlets.

PFS-5.20 Low Impact Development Techniques. The City shall encourage neighborhood parks, subdivisions, commercial development, and redevelopment to incorporate Low Impact Development (LID) techniques, such as bioswales and permeable pavement, to minimize stormwater runoff in the city and comply with the NPDES permit.

Programs

PFS-14. The City shall continue to implement a Storm Drainage Master Plan and Flood Protection Master Plan to assure adequate protection for residents and property.

Responsibility: Public Works, Community Development
Time Frame: FY 2009-2010, Ongoing



PFS-15. The City shall prepare and adopt a Stormwater and Flood Protection Ordinance to implement the Storm Drainage and Flood Protection Master Plan to address stormwater runoff and flood protection.

Responsibility: Public Works, Community Development
Time Frame: Ongoing

PFS-16. The City shall implement a public education campaign and circulate outreach materials to protect storm water from pollutants. Currently the City has an approved Phase II Storm Water Management Program that describes the six minimum measures, which includes a public education program. Facilitating public participation and involvement in local stormwater issues will be accomplished by implementing the EPA's Best Management Practices (*Fact Sheet 2.4 Public Participation/ Involvement Minimum Control Measure, 01/00; and "Measurable Goals Guidance for Phase II Small MS4s"*), which include the following:

1) Establish a steering committee that meets on a quarterly basis;
2) Hold regular public meetings annually;
3) Establish regular coordination among agencies;

4) Storm Drain Stenciling Citywide within 2 years;
5) Community clean-ups; and
6) Adopt a Storm Drain Program.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C

PFS-17. The City shall implement a Post Construction Stormwater Runoff Control Ordinance in order to minimize pollutants in post-construction stormwater discharges. Currently the City has an approved Phase II Stormwater Management Program that requires the City to implement post-construction runoff control from new development and redevelopment to the extent allowable, as part of the Municipal Permit conditions.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C

PFS-18. The City shall, by resolution, adopt a Manual of Stormwater Quality Control Standards for New Development and Redevelopment, which will include requirements identifying appropriate design standards and best management practices to control the volume, rate, and potential pollutant load of stormwater runoff from new development and redevelopment projects as may be appropriate to minimize the generation, transport and discharge of pollutants. To the extent permitted by law, the City shall incorporate such requirements in any land use entitlement and construction or building-related permit to be issued relative to such development or redevelopment.

Responsibility: Community Development Department
Time Frame: Refer to Appendix C



Solid Waste

Goals PFS-6

To ensure the safe and efficient disposal or recycling of solid waste generated in Fortuna, protect the public health and safety, and reduce impacts on landfills.



Policies

PFS-6.1 Waste Disposal Reduction. The City shall promote maximum use of solid waste reduction, recycling, composting, and environmentally-safe transformation of wastes and strive for an annual reduction in commercial and industrial waste disposal.

PFS-6.2 Recycled Materials. Where economically feasible, the City shall use recycled materials and products.

PFS-6.3 New Development. The City shall ensure that all new development has appropriate provisions for solid waste storage, handling, and collection.

PFS-6.4 City-County Coordination. The City shall work with the County to eliminate litter and other illegal solid waste disposal practices.

PFS-6.5 Industrial Recycling Facilities. The City shall encourage the development of regional and community-based recycling facilities in industrial areas.



PFS-6.6 Construction Waste Recycling. The City shall require the recycling of construction waste, to reduce the impact on landfills in accordance with State regulatory requirements.

Programs

PFS-19. The City shall review its opportunities to contract solid waste and recycling collection services with an appropriate vendor, and prepare a request for proposals for solid waste and recycling services, and complete a vendor selection process.

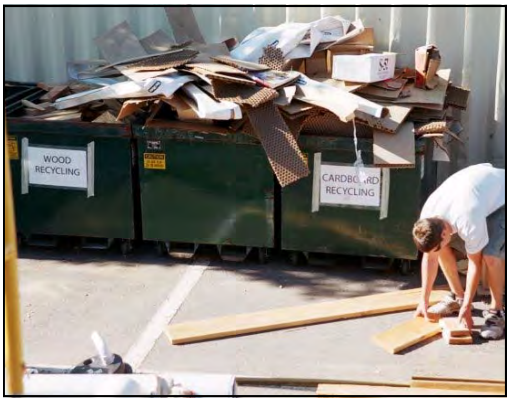
Responsibility: Community Development
Time Frame: Ongoing

PFS-20 The City shall incorporate a requirement for the recycling of 50 percent of construction waste. This would reduce Fortuna's waste and help the City achieve 50 percent diversion, in accordance with AB939 requirements.

Responsibility: Public Works
Time Frame: Refer to Appendix C

PFS-21. The City shall require that all proposed development projects provide dedicated solid waste, recycling and green waste bins and enclosures and participate in the City's recycling pick-up, green waste pick-up, and composting programs.

Responsibility: Public Works
Time Frame: Refer to Appendix C



Gas & Electric Service

Goals PFS-7

To promote adequate private utility service levels and to ensure they do not adversely impact surrounding development.

Policies

PFS-7.1 Energy Conservation. The City shall require that new construction take advantage of energy conservation techniques and that buildings are oriented and designed to take advantage of solar heating.

PFS-7.2 Renewable Energy. The City shall support the use of renewable energy sources, such as solar, in residential, commercial, and industrial developments and municipal facilities.



PFS-7.3 Utility Companies. The City shall communicate its major development plans to utility companies and coordinate planning for the extension of those utilities.

PFS-7.4 Technological Improvements. The City shall promote technological improvements and utility service upgrades to serve existing and future needs, while minimizing noise, electromagnetic, and visual impacts on current and future residents.

PFS-7.5 Underground Utilities. The City shall require underground installation of electrical distribution utility lines in new developments and areas that are redeveloped, except where infeasible for operational reasons.

PFS-7.6 Environmental Impacts. The City shall coordinate with electricity service providers to locate and design gas and electric systems to minimize impacts to current and future residents.

PFS-7.7 Alternative Energy Sources. The City shall encourage the use of alternative energy technologies as they become commercially available and demonstrate reduced operating costs throughout the life cycle of the technology.

Programs

PFS-22 The City shall inform City residents and businesses owners of various discounts, incentives, and credits available for energy conservation programs and alternative energy systems and other energy efficient installations.

Responsibility: Community Development
Time Frame: Ongoing

PFS-23. The City shall power City Hall and most other occupiable City buildings with renewable energy sources by 2030.

Responsibility: Community Development
Time Frame: Ongoing



Communication Systems

Goal PFS-8

To expand the use of information technology as a communication tool in order to improve personal convenience, reduce dependency on nonrenewable resources, take advantage of the ecological and financial efficiencies of new technologies, and develop a better-informed citizenry.

Policies

PFS-8.1 City Website. The City shall continue to maintain a website that will contain information about the City government, City services, and City-produced documents in a downloadable format.

PFS-8.2 Civic Activism. The City shall strive to expand opportunities for all citizens to participate in City governance through use of communication technologies, including its website and the video broadcast of City Council and Planning Commission meetings on the public channels of the regional wideband cable system.

PFS-8.3 Broadband Services. The City shall work with telecommunication companies to provide broadband services to all interested residents and businesses in Fortuna.

PFS-8.4 Regional Telecommunication Infrastructure. The City shall work with the County and other pertinent agencies to coordinate telecommunication infrastructure planning on a regional basis for both telephone and data.

PFS-8.5 Wireless Communication Facilities. To minimize the visual impact of wireless communication facilities (e.g., cell towers), the City shall require that they meet the following conditions:

- Are located away from residential and open space areas;
- Are not visibly intrusive to residential neighborhoods or public rights-of-way;
- When possible, are co-located with other wireless facilities on existing buildings, towers, poles, or other existing support structures; and
- Are painted, camouflaged, or textured in a manner as to reduce their visual impacts.

Programs

None for this section.



Law Enforcement

Goal PFS-9

To deter crime and meet the growing demand for police services associated with increasing population and commercial/ employment development in the city.



Policies

PFS-9.1 Critical Response Times. The City Police Department shall continue to strive to provide rapid responses to critical life threatening emergencies. The Police Department shall periodically establish a standard by which they can measure "rapid response."

PFS-9.2 Police Training and Staffing Levels. The City shall strive to staff the Police Department with a mixture of both sworn and non-sworn personnel that meet the State's public safety training standards (POST). . The police force shall be staffed at levels to ensure public safety and service acceptable to the Fortuna City Council and within the City's overall budget constraints.

PFS-9.3 Adequate Facilities/Personnel. The City shall strive to provide police facilities, equipment, and personnel sufficient to maintain adopted service standards using new law enforcement technologies.



PFS-9.4 Development Design for Safety. The City shall consider public safety in all aspects of commercial, civic, and residential design, including appropriate lighting, visibility from streets, readable numbering, and clearly marked evacuation routes.

PFS-9.5 Public Safety Programs. The City shall promote public safety programs, including neighborhood watch, child identification and fingerprinting, and public education/outreach efforts.

PFS-9.6 City-County Coordination. The City shall coordinate with the County to support public safety programs (e.g., neighborhood watch, child identification and fingerprinting, substance abuse prevention, violence prevention, conflict resolution) and other public education and crime prevention efforts.

PFS-9.7 Child Protection. The City shall work with the County to promote services for children at risk of abuse, neglect, youth violence, and exploitation.

Programs

PFS-24. During preparation of the City budget, the City shall assess local police staffing levels, facilities and equipment needs and develop strategies to maintain the service standards outlined in this element.

Responsibility: Police Department
Time Frame: Refer to Appendix C

PFS-25. The Fortuna Police Department and the FFPD shall review development projects for safe (including fire safe) and accessible building and site design.

Responsibility: Police Department
Time Frame: Ongoing

Fire Protection

Goal PFS-10

To protect residents, employees, and visitors in Fortuna from injury and loss of life and to protect property from fires.



Policies

PFS-10.1 Coordination and Support. The City shall work closely with the Fortuna Fire Protection District (FFPD) so that the FFPD can protect residents, workforce, and visitors in Fortuna from injury and loss of life and protect property from fires.

PFS-10.2 Acceptable Fire Protection. The City shall support the efforts of the FFPD to provide fire protection services acceptable to the public.

PFS-10.3 Adequate Fire Flow Capacity. The City shall provide adequate fire flow capacity, including water storage reserves within the City's municipal water system, for fire protection purposes throughout the urban areas.

PFS-10.4 Fire Hydrant Inspections. The City shall maintain a regular program for inspecting and testing fire hydrants.



PFS-10.5 Water Flows. The City shall specify water main size, water flow, fire hydrant spacing, and water storage capacity to meet both the City's and the FFPD's fire protection standards.

PFS-10.6 Service Goals. The City shall support efforts by the FFPD to have sufficient equipment and fire fighting personnel to provide fire protection and fire-fighting services acceptable to the public.

PFS-10.7 Fire Code. The City shall comply with the provisions of the State Fire Code.

PFS-10.8 Water Supplies. The City shall require that proposed development is adequately served by water supplies for fire protection purposes, or have proof from the FFPD indicating that adequate fire protection can be provided.

PFS-10.9 Fire Safety Guidelines. The City shall use the appropriate sections of the Cal-Fire's Fire Safe Guidelines when considering the approval of new residential development in rural areas of the city.



PFS-10.10 Weed Abatement. The City shall continue to enforce a weed abatement program.

PFS-10.11 FFPD Cooperation. The City shall continue to work with and assist the Fortuna Fire Protection District with recruitment and training, equipment, mutual aid agreements, and installation of fire hydrants in underserved areas of the city.

Programs

None for this section.

School Facilities

Goal PFS-11

To ensure that adequate school facilities are available and appropriately located to meet the needs of Fortuna residents.

Policies

PFS-11.1 City-School Districts Cooperation. The City shall continue to support local school districts in their efforts to provide quality education facilities that will accommodate projected changes in student enrollment.

PFS-11.2 Trends Monitoring. The City shall work cooperatively with school districts that serve Fortuna in monitoring housing, population, and school enrollment trends.

PFS-11.3 Development Impacts. The City shall coordinate land use planning with the planning of school facilities and shall involve the school districts during early stages of the land use planning process.

PFS-11.4 Community Focal Points. The City shall work with school districts that serve Fortuna to design school campuses as focal points within the neighborhood and community.

PFS-11.5 Multi-Use School Facilities. Whenever feasible, the City shall support and participate with school districts in the joint development of recreation areas, athletic fields, and multi-purpose buildings.

PFS-11.6 School Services. The City shall partner with school districts, civic organizations, and multi-functional faith-based organizations, to utilize schools as community centers that provide a range of services, including child care.



Programs

PFS-26. The City shall refer proposed new development plans to the local school districts and solicit a letter from the district documenting that adequate school capacity is available, and that state-mandated school impact fees will be paid prior to the issuance of occupancy permits.

Responsibility: Community Development
Time Frame: Ongoing

Libraries

Goal PFS-12

To ensure that adequate library facilities are available and appropriately located to meet the needs of Fortuna residents.



Policies

PFS-12.1 Humboldt County Library System. The City shall continue to encourage and support the Humboldt County Library in providing quality library facilities.

PFS-12.2 Library Community Centers. The City shall continue to encourage and support in providing quality community facilities and services.

PFS-12.3 Fortuna Community Library. The City shall continue to support and maintain the Fortuna Community Library as long as the City has the financial means to do so.



PFS-12.4 Library Accessibility. The City shall coordinate its land use planning with the planning of library facilities that can be easily accessed by pedestrian and bicycle users, as well as by transit or motor vehicles, in order to enhance neighborhoods, minimize transportation requirements and costs, and minimize safety problems.

Programs

PFS-27 The City shall evaluate the feasibility of providing expanded library services with up-to-date technology in the community, including the addition of a second facility.

Responsibility: Community Development
Time Frame: Ongoing



Health & Safety

Diverse environmental hazards need to be addressed in planning for urban development. Some of these hazards are natural (e.g., seismic hazards such as surface rupture, ground shaking), some are entirely human-made (e.g., noise), and some are a result of potential natural hazards activated or exacerbated by development activity (e.g., erosion, slope failure).

Some hazards can be avoided by exercising diligence in the development review process through careful land use location decisions. Other hazards can be tolerated or minimized by adopting appropriate land use regulations and development guidelines, improving emergency preparedness and response, and including mitigation measures in the development review process.

The City of Fortuna has several potential natural and human-made hazards that could threaten the safety and well being of its residents, workforce, and visitors. Among the most significant natural hazards are the potential flooding of the Eel and Van Duzen Rivers and smaller tributaries, liquefaction from seismic activities, and landslides that may increase as more development occurs in the foothills.

Human-made hazards also impact the safety of those living, working, and visiting Fortuna. These include hazardous waste, aircraft hazards, and noise nuisances resulting from increased urban development.



GOALS, POLICIES, & PROGRAMS

The Health and Safety Element provides goals and policies to protect and enhance public safety by addressing the hazards that the City may reasonably expect to face. [Note: Although this section describes the city's potential for wildland fires, emergency response capabilities (law enforcement and fire protection) are addressed in Chapter 7, "Public Facilities and Services Element."] This element is divided into the following sections:

- General,
- Emergency Response,
- Air Quality,
- Noise,
- Geologic & Seismic Hazards,
- Human-Made Hazards,
- Flooding,
- Wildland Fires, and
- Aircraft Hazards.



General

Goal HS-1

To protect city residents, employees, and visitors from injury and damage resulting from natural catastrophes, man-made events, and hazardous conditions.

Policies

HS-1.1 New Development. The City shall permit development only in areas where the potential danger to the health and safety of people and property can be mitigated to an acceptable level.

HS-1.2 Hazardous Conditions. The City shall designate/zone areas with a potential for significant hazardous conditions as open space, agriculture, and other appropriate low-intensity uses.

HS-1.3 Building Safety Codes. The City shall ensure that all new buildings, except as otherwise allowed by State law, intended for human habitation are designed in compliance with the most-recent edition of the California Building Code, California Fire Code, and other adopted standards based on risk (e.g., seismic hazards, flooding), type of occupancy, and location (e.g., floodplain, fault).



HS-1.4 Safety Awareness. The City shall continue to promote awareness and education among residents regarding possible natural hazards, including soil conditions, earthquakes, flooding, fire hazards, and emergency procedures.

Programs

None for this section.

Emergency Response

Goal HS-2

To provide effective emergency response to natural or human-made hazards and disasters.

Policies

HS-2.1 Essential Emergency Services. The City shall strive to ensure that during natural catastrophes and emergency situations, the City continues to provide essential emergency services.



HS-2.2 Emergency Response Coordination. The City shall coordinate emergency response services with the City's Police Department, California Highway Patrol, the Fortuna Fire Protection District, CAL-FIRE; Humboldt County and State Health Departments; other cities within Humboldt County, including special districts, service agencies, and voluntary organizations; and State and Federal regulatory agencies.

HS-2.3 GIS/Emergency Services. The City shall coordinate with other local agencies including the County and cities within the county to develop and maintain coordinated geographical information systems (GIS) planning for emergency response services.

HS-2.4 Evacuation Routes. The City shall develop evacuation routes and a disaster plan in the event of a natural or human-made catastrophe (e.g., topping or failure of the Eel River levee during a major flood event). The City shall require, where feasible, road networks (public and private) to provide for safe and ready access for emergency equipment and provide alternate routes for evacuation.

Programs

HS-1. The City shall develop, certify, and maintain an Emergency Response Plan.

Responsibility: Administration, Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C

HS-2. Based on the information provided in the Emergency Response Plan, the City shall prepare a map that identifies potential hazards and provides emergency evacuation routes for Fortuna residents. The City shall post the map on its website and provide a copy of the map at City Hall's front counter.



Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C

HS-3. The City shall coordinate with other local agencies, including the County and cities within the county to develop and maintain coordinated geographical information systems (GIS) planning for emergency response services.

Responsibility: Administration, Community Development
Time Frame: Ongoing

Air Quality

Goal HS-3

To improve air quality and minimize the adverse effects of air pollution on human health and the economy.

Policies

HS-3.1 Agency Cooperation. The City shall cooperate with other agencies in developing an effective approach to regional air quality planning management.



HS-3.2 Particulate Matter. The City shall strive to achieve and maintain compliance with National Ambient Air Quality Standards for (PM^{10}) and all Federal, State, regional, and local air quality standards.

HS-3.3 Odors. The City shall require all businesses, particularly fast food and manufacturing, to minimize odors generated by the business to not be detectable off site.

HS-3.4 Wood Burning Appliance Standards. The City shall adopt appropriate State and/or federal standards for EPA approved wood burning appliances. The City shall also make educational materials available for residents about the NCUAQMD Woodstove change-out program.

HS-3.5 Restoration for Greenhouse Gases Absorption. Foster and restore forests and other terrestrial ecosystems that offer significant carbon mitigation potential.

HS-3.6 Greenhouse Gas Emissions Reduction from Transportation. Increase clean-fuel use, promote transit-oriented development and alternative modes of transportation, and reduce travel demand.

HS-3.7 Air Pollutant Emission Reduction Construction and Operation Measures. The City shall require that new development incorporate air pollutant emission reduction measures during construction and operation.

Programs

HS-4. The City shall work with the North Coast Unified Air Quality Management District to develop and implement an Air Quality Management Plan for controlling PM^{10}.

Responsibility: Administration, Community Development
Time Frame: Ongoing

HS-5. The City shall require proposed new subdivisions, PUDs, and other large development projects to implement the following air emission reduction measures:

Construction Emission Reduction Measures (to be implemented during construction):

(a) Use watering to control dust during tree clearing activities;
(b) Spray exposed soils and dirt roads as needed during clearing, grading, and trenching;
(c) Sweep paved streets used by earth-moving equipment at least once a day;
(d) Apply soil stabilizers to areas where development or landscaping will not occur within three (3) days of grading;
(e) Plant ground cover in disturbed areas immediately after grading;
(f) Cover haul truck loads;
(g) Use only low VOC and low formaldehyde coatings, paints and insulation in buildings;
(h) Fit construction equipment with EPA and/or NCAQMD-approved exhaust systems, and keep these vehicles tuned and in good working order;
(i) Limit diesel-powered construction equipment idling time to 10 minutes maximum; and
(j) Stage diesel-powered construction equipment as far away from residences as possible.



Area Source Emission Reduction Measures (to be implemented during operation):

(a) Limit residential development to one wood-burning EPA Phase III or better stove or fireplace per unit;
(b) Equip all new buildings with natural gas-powered and not wood heating systems;
(c) Prohibit open burning of vegetation, slash, and refuse (including construction debris);
(d) Fit all buildings with electrical outlets on the exterior walls to promote the use of electrical rather than gas-powered landscape maintenance equipment; and
(e) Increase energy efficiency in proposed buildings by 20% beyond title 24 requirements.

Mobile Source (Traffic) Emission Reduction Measures (to be implemented during operation):

(a) Provide sidewalks and pedestrian-enhancing features including street trees, street lighting and pedestrian cross-walk striping at intersections;
(b) Provide bicycle lanes within and adjacent to the project site;
(c) Provide bicycle-locking areas at proposed parks;
(d) Work with RTS to extend transit service, and provide a stop if requested by RTS;
(e) Work with the Fortuna Public Works Department to synchronize any existing or new traffic signals along roads to carry a substantial amount of project traffic;
(f) For commercial, office and mixed-use projects, initiate a voluntary ridesharing program for the on-site workforce, and provide preferential parking for ridesharing vehicles;
(g) For commercial, office and mixed-use projects, provide bicycle-parking areas; and
(h) For commercial, office and mixed-use projects, provide employees with transit incentives (subsidized bus passes) to minimize driving to work.

Responsibility: Community Development, Public Works
Time Frame: Ongoing

Noise

Goal HS-4

To ensure that the residents of Fortuna are protected, to the extent feasible, from the harmful effects of excessive noise levels and abusive sounds.



Policies

HS-4.1 Noise Compatibility Standards. The City shall adopt noise standards by land use type to ensure compatibility with adjacent and noise-sensitive land uses.

HS-4.2 Noise Compatibility Implementation. The City shall not permit new land uses that exceed the noise compatibility standards referenced in Policy HS-4.1 at either existing adjacent land uses or new noise-sensitive land uses.

HS-4.3 Noise Problem Areas. The City shall identify and evaluate potential noise problem areas on a continuing basis.

HS-4.4 Noise Source Isolation. The City shall require uses that generate high levels of noise and ground-borne vibration to be separated or shielded from sensitive receptors, such as:

- single and multi-family residential homes,
- group homes,
- hospitals and health care facilities,
- schools and other learning institutions,
- libraries,
- places of worship or public assembly, and
- similar uses as may be determined by the City.

HS-4.5 New Construction. The City shall strive to limit exterior noise levels for existing and future dwellings in residential areas to levels of 60 dBA L_{dn} and interior noise levels of 45 dBA L_{dn}.



HS-4.6 Noise Reduction Mechanisms. The City shall encourage the use of berms and increased building setbacks, or both, in the design of noise-sensitive land uses that are adjacent to major roads, commercial, or industrial areas.

HS-4.7 Noise Barriers. The City shall consider the use of noise barriers (as a means of achieving the noise standards) only if all other practical design-related noise mitigation measures have been insufficient.

HS-4.8 Noise Reduction/Design. The City shall lessen noise increases along the city's arterial and collector roads through project design of streets (including providing buffers to the extent feasible and screening), coordination of routing, and other traffic control measures.

HS-4.9 Airport Area Noise. The City shall require that development near or adjacent to Rohnerville Airport be consistent with the noise standards contained in the Maximum Allowable Ambient Noise Exposure by Land Use Table and approved Airport Land Use Commission Plan, and where deemed appropriate, require navigation easements from new development.

Programs

HS-6. The City shall limit the hours and days of major construction activities throughout the city to the hours between 7:00 a.m. to 8:00 p.m., Monday through Saturday, except for emergencies and other special permitted circumstances.

Responsibility: Administration
Time Frame: Refer to Appendix C



HS-7. The City shall adopt the noise compatibility standards by land use type identified in Tables 8-1 and 8-2 (consistent with Humboldt County's Noise Compatibility Standards).

Responsibility: City Council
Time Frame: Refer to Appendix C

HS-8. The City shall require proposed new subdivisions, PUDs, and other large development have a noise study prepared to: (1) identify existing ambient noise conditions; (2) identify project construction noise; (3) identify future without and with project traffic noise levels; (4) identify project stationary source noise at adjacent noise-sensitive uses; (5) determine whether the project would exceed either the interior or exterior noise compatibility standards identified in Tables 8-1 and 8-2; and (6) for any excessive noise, identify mitigation measures that would bring project noise into compliance with the standards.

Responsibility: Community Development, City Council
Time Frame: Refer to Appendix C

HS-9. The City shall require these stationary source noise measures be incorporated into proposed commercial, industrial and mixed-use projects adjacent to noise-sensitive land uses:

(a) Proposed new loading docks adjacent to noise-sensitive land uses shall include noise-attenuating features, where required, to ensure that associated noise does not exceed 60 dBA L_{dn} at the exterior of any existing or proposed residential use; and

TABLE 8-1 CONSTRUCTION NOISE COMPATIBILITY STANDARDS

Zoning District	dBA L_{max}	
	Daytime Exterior (7:00 a.m. to 8:00 p.m.)	Nighttime Exterior (8:00 p.m. to 7:00 a.m.)
Auditoriums, concert halls	60	55
Residential	65	60
Hotels, motels, transient lodging	70	60
Schools, libraries, churches, hospitals, nursing homes	75	65
Sports arenas, outdoor spectator venues	75	65
Playgrounds, parks	75	65
Golf courses, stables, water recreation, cemeteries	75	65
Office buildings	80	70
Commercial	80	70
Industrial, manufacturing	85	75
Agriculture	85	75
Natural recreation areas	75	65

Source: Loosely based on Humboldt County's Noise Compatibility Standards, 1984 & 2008

TABLE 8-2 TRAFFIC & STATIONARY SOURCE NOISE COMPATIBILITY STANDARDS

Land Use Category	dBA L_{dn}	
	Interior	Exterior
Auditoriums, concert halls	35	50
Residential	45	60
Hotels, motels, transient lodging	45	60
Schools, libraries, churches, hospitals, nursing homes	45	60
Sports arenas, outdoor spectator venues	--	65
Playgrounds, parks	--	65
Golf courses, stables, water recreation, cemeteries	--	65
Office buildings	50	70
Commercial	50	70
Industrial, manufacturing	60	75
Agriculture	--	80
Natural recreation areas	--	65

Source: Loosely based on Humboldt County's Noise Compatibility Standards, 1984 & 2008

(b) HVAC systems shall be enclosed such that associated noise does not exceed 60 dBA L_{dn} at any existing off-site or proposed on-site residential uses.

Responsibility: Community Development, City Council
Time Frame: Refer to Appendix C

HS-10. Proposed amplified announcing systems shall not exceed 65 dBA L_{max} during daytime hours, 60 dBA L_{max} during nighttime hours, and 60 dBA L_{dn}, at the exteriors of any existing off-site or proposed on-site residential uses.

Responsibility: Community Development
Time Frame: Refer to Appendix C

Geologic & Seismic Hazards

Goal HS-5

To minimize loss of life, injury, and property damage due to seismic and geological hazards.

Policies

HS-5.1 Mapping Geologic Hazard Areas. The City shall prepare a Hazards Map that identifies areas at "high risk" from fault rupture, strong seismic ground shaking, seismic-related ground failure, liquefaction, landslides, soil instability, expansive soils, high soil erosion, the Little Salmon Fault and the associated Alquist Priolo Fault Zone around the fault.

HS-5.2 Regulating Land Uses in Geologic Hazard Areas. The City shall regulate land uses in mapped hazard areas by: (1) prohibiting new critical facilities (hospitals, police stations, fire stations, water and wastewater treatment plants) in "high risk" areas; and (2) requiring proposed non-critical development in "high risk" areas to have a geotechnical report that identifies hazards and recommends design standards and mitigation measures to reduce hazards.



HS-5.3 Regulating Land Uses on Steep Slopes. The City shall establish standards for new development on slopes greater than 25 percent (see Figure HS-1), and require new development proposed on slopes greater than 15 percent to have a geotechnical report that identifies any site-specific landslide hazards and recommends design standards and mitigation measures to reduce hazards.

HS-5.4 Regulating Land Uses in Alquist Priolo Fault Zones. The City shall not permit any new development within the development setbacks established by the Alquist Priolo Fault Zones around the Little Salmon Fault and the two associated un-named fault traces (Figure HS-2).

HS-5.5 Code Enforcement. The City shall continue to enforce the Uniform Building Code to minimize future structural problems in buildings from geologic hazards.

HS-5.6 Structure Design. The City shall require new structures intended for human occupancy to be designed and constructed to minimize risk to occupants caused by ground shaking.



HS-5.7 Preliminary Soils Reports. The City shall require submission of a preliminary soils report, prepared by a registered civil (geotechnical) engineer and based upon adequate test borings, for all proposed subdivisions.

HS-5.8 Grading Guidelines. The City shall require a Grading Permit for all clearing and earthwork not exempt by Uniform Building Code Chapter 33, to minimize natural terrain disturbances, avoid the rainy season where possible, retain trees and native vegetation to stabilize hillsides and reduce erosion. Balanced on-site where possible, and not impacting off-site areas. Graded areas shall be developed, landscaped, or stabilized.

Programs

HS-11. The City shall review and regularly update its geologic hazard mapping based on new information, including soils and geologic reports for specific sites and updated maps from the State Geologist.

Responsibility: Community Development
Time Frame: Annually

HS-12. The City shall amend the Zoning Ordinance to provide development standards and site design criteria for development on areas containing slopes that are greater than 15 percent .

Responsibility: Community Development, Planning Commission, City Council, Administration
Time Frame: Refer to Appendix C

HS-13. The City shall adopt standards, guidelines, and procedures for evaluating and mitigating geologic hazards (e.g., surface faulting, liquefaction, landslides, ground-shaking) in the review and approval of both public and private projects.

Responsibility: Community Development, Planning Commission, City Council, Administration
Time Frame: Refer to Appendix C

Human-Made Hazards



Goal HS-6

To minimize the risk of loss of life, injury, serious illness, damage to property, and economic and social dislocations resulting from the use, transport, treatment, and disposal of extremely hazardous materials and hazardous materials and wastes.

Policies

HS-6.1 Compliance with Hazardous Material Laws and Regulation. The City shall require that all land uses that transport, generate, use, handle, store, dispose of, and/or emit hazardous materials or waste be in compliance with all applicable, federal, state, County and local hazardous materials safety laws and regulations.

HS-6.2 Building Code Enforcement. The City shall enforce all building and fire codes adopted by the State to minimize any potential harm to the public from the storage of hazardous materials.

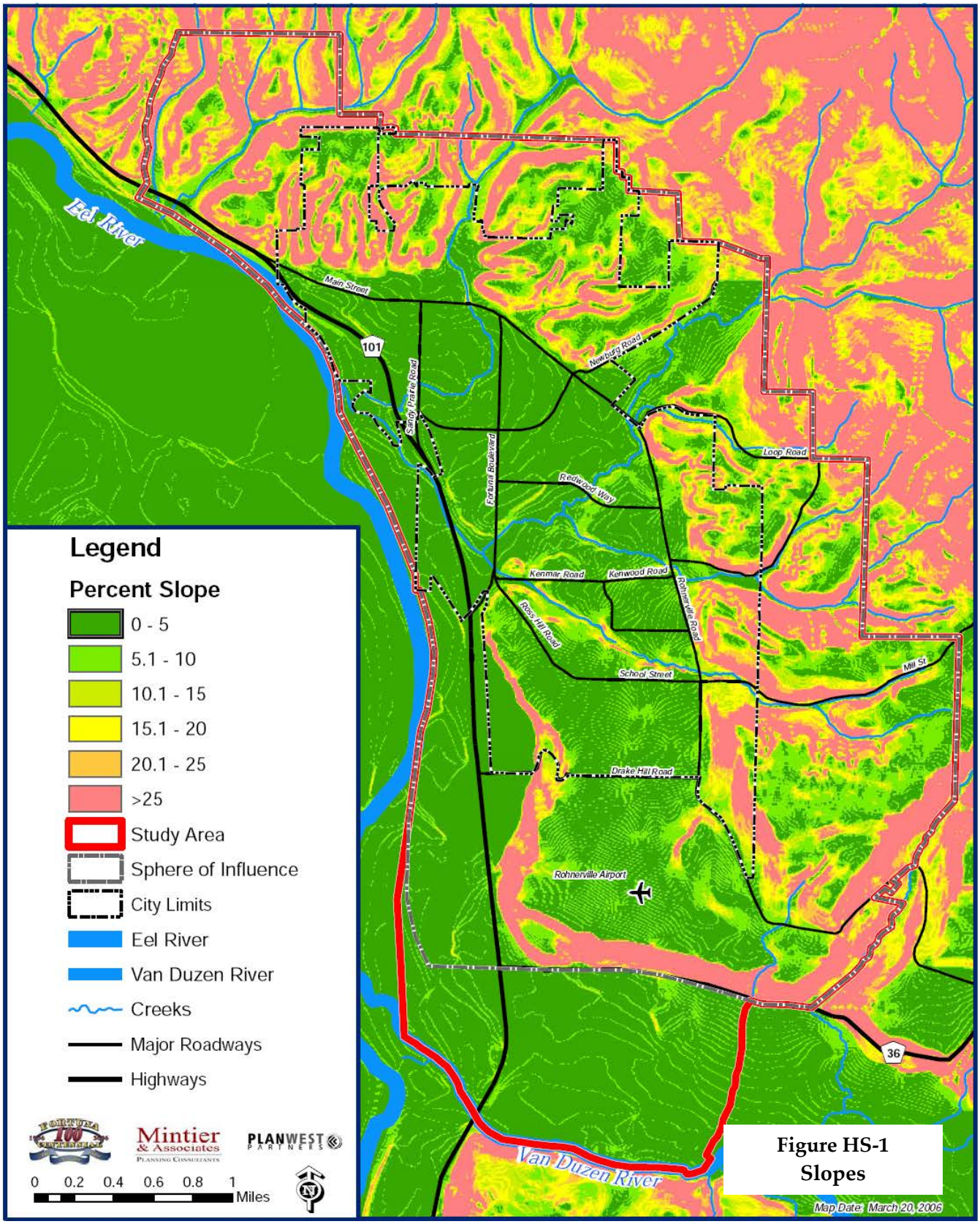


Figure HS-1
Slopes

Policy Reference-HS-5.1, 5.6/ Program HS-6

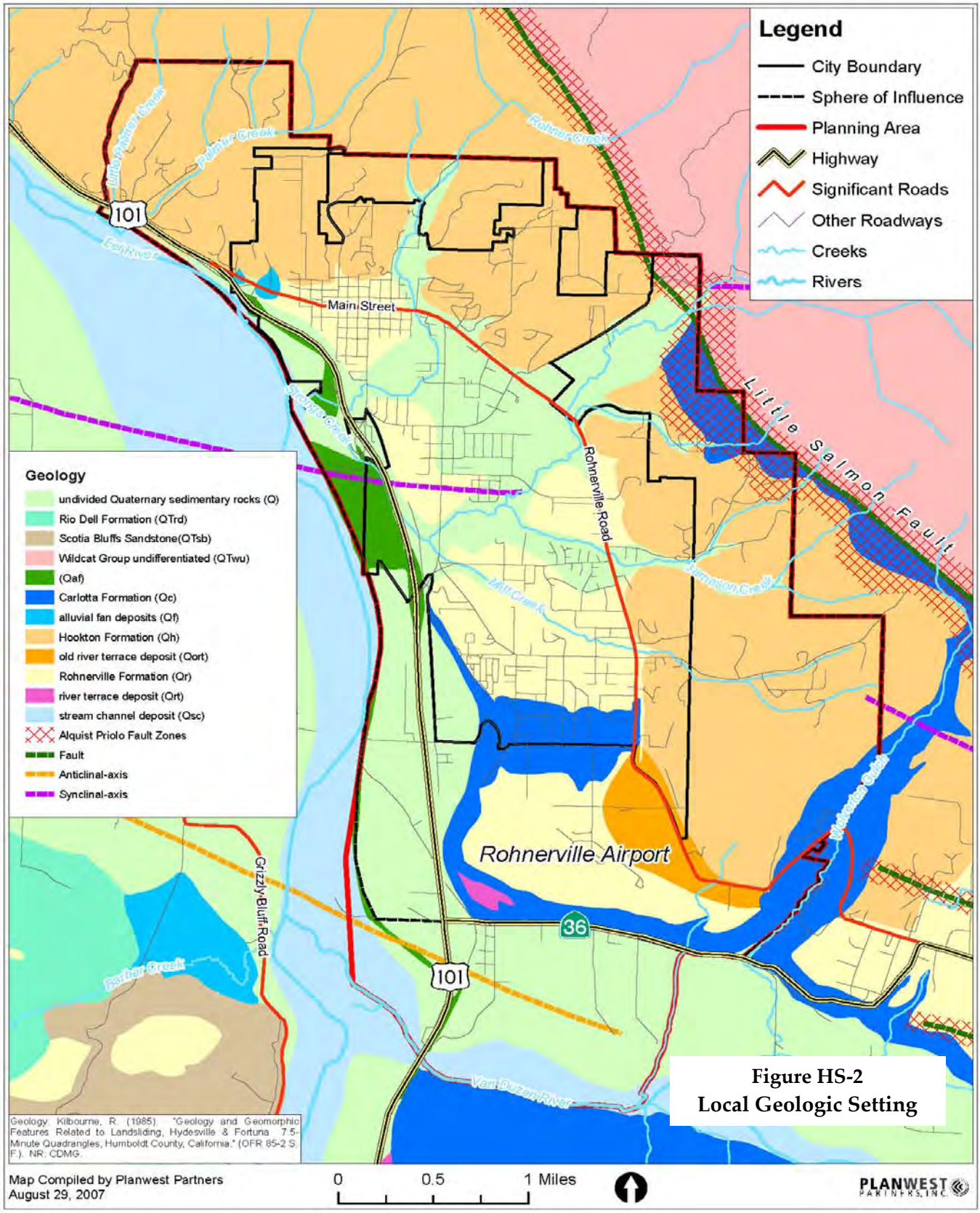


Figure HS-2
Local Geologic Setting

HS-6.3 Buffer Zones. The City shall require new industries that store and process hazardous materials to provide a buffer zone between the installation and the property boundaries sufficient to protect public safety.

HS-6.4 Regional Coordination. The City shall coordinate with Humboldt County, the Regional Water Quality Control Board, Environmental Protection Agency, and State Department of Toxic Substance Control to minimize the risk of hazardous materials impacting people and property from sites that store, handle and/or use hazardous materials above local, State, and Federal thresholds.

HS-6.5 Household Hazardous Wastes. The City shall encourage household hazardous waste to be disposed of properly.

HS-6.6 CalARP. The City shall participate in the California Accidental Release Prevention (CalARP) Program in order to maintain the City's effectiveness in minimizing the impacts from a human-made disaster and/or from an accidental release of an extremely hazardous material.



HS-6.7 Hazardous Waste Sites. Hazardous waste repositories, incinerators, and facilities that use or store a substantial quantity of hazardous materials, or other similar facilities intended primarily for hazardous waste disposal, shall be located in appropriate (non-residential) land use districts.

HS-6.8 Hazardous Wastes and School Avoidance. School districts should avoid siting new schools within one-quarter mile of hazardous waste repositories, incinerators, facilities that use a substantial quantity of hazardous materials , or other similar facilities intended primarily for hazardous waste disposal.

HS-6.9 Flood-Proofing. The City shall require that hazardous materials and wastes in existing facilities be contained within flood-proofed structures or storage areas if situated within the 100-year floodplains as shown in Figure HS-3.

HS-6.10 Hazardous Wastes and Flood Prone Areas. The City shall prohibit the siting of new hazardous waste repositories, incinerators, and facilities that use a substantial quantity of hazardous materials within the 100-year floodplain (Fig. HS-3).

HS-6.121 Asbestos and Lead-based Paint. The City shall require that any structures, constructed prior to 1979 and proposed for renovation or demolition, be evaluated for asbestos or lead-based paint, and any found materials be removed in compliance with applicable regulations.

HS-6.12 Finding Potential Hazardous Materials Contamination. The City shall require construction contractors to report any evidence of potential soil contamination to the City, and shall require the property owner to have the potential contamination investigated and remediated.



Programs

HS-14. The City shall work with the County to prepare a Hazardous Waste Management Plan that minimizes the risk associated with human-made hazards.

Responsibility: Community Development
Time Frame: Refer to Appendix C

HS-15. The City shall work with the State Department of Toxic Substances Control in providing educational materials to address the proper method of disposal of household hazardous waste. The City shall provide information at both the public counter in City Hall and on the City's website.

Responsibility: Community Development
Time Frame: Refer to Appendix C

HS-16. The City shall require that land uses that generate, use, handle, store, transport, dispose of or emit hazardous materials or waste have a Hazardous Materials Release Response Plan and Inventory (Business Plan) on file with HCDEH.

Responsibility: Community Development
Time Frame: Refer to Appendix C

HS-17. The City shall require that any new development proposed at a hazardous materials/waste site identified in Figure HS-3 include documentation from the applicable regulatory agencies indicating that the site status is "cased closed" or "no further action required." If such evidence cannot be provided, or





if remediation activities have not been completed, the applicant shall remediate to the applicable agencies' satisfaction prior to development.

Responsibility: Community Development
Time Frame: Refer to Appendix C

HS.18. The City shall require that, prior to any demolition or renovation of structures constructed prior to 1979, an asbestos and lead-based paint survey be performed by a licensed contractor, per California Department of Toxic Substances Control (DTSC), Environmental Protection Agency (EPA), North Coast Unified Air Quality Management District (NCUAQMD) and Humboldt County Division of Environmental Health (HCDEH) requirements. If the contractor finds the presence of asbestos and/or lead-based paint, either: (1) an Operations and Maintenance Plan shall be prepared that evaluates the potential risk posed to maintenance personnel, construction workers, facility staff and patrons, and identifies remediation measures required to avoid associated hazards, for structures are to be retained; or (2) the materials shall be removed by licensed contractors in accordance with all applicable regulations, for structures to be removed.

Responsibility: Community Development
Time Frame: Refer to Appendix C

HS-19. The City shall require construction contractors to report any potential soil contamination to the Building Department. The Building Department has authority to hire licensed hazardous materials consultants at property owner's expense to assess the potential contamination and identify remediation.

Responsibility: Community Development
Time Frame: Refer to Appendix C

Flooding

Goal HS-7

To provide flood protection that minimizes potential property damage and loss of life, while creating or enhancing recreational opportunities, wildlife habitats, and water quality.

Policies

HS-7.1 Flood Area Designation. The City shall work closely with the U.S. Army Corps of Engineers, local reclamation districts, the Federal Emergency Management Agency (FEMA), and the State Department of Water Resources to identify existing and potential flood problem areas and solutions.

HS-7.2 Levee Enhancements. The City shall seek Federal and State assistance for Eel River levee enhancement to reduce potential failures.

HS-7.3 Floodplain Maps. The City shall encourage FEMA and the California Department of Water Resource to update and maintain the 100-year floodplain map in order to allow the City to correctly identify areas unsuitable for urban development.

HS-7.4 New Development. The City shall require new development to submit final grading plans demonstrating both topographic and stormwater flow information.

HS-7.5 Filing of Inundation Maps: The City shall encourage FEMA for the timely completion and filing of inundation maps for all levees where failure could cause loss of life or personal injury within the city. Where inundation maps indicate levee failure could cause loss of life or property or personal injury, coordinate with the corresponding responsible party to investigate levee stability and management and identify rehabilitation and maintenance needs as appropriate.



HS-7.6 Regulating Land Uses in the 100-Year Floodplain. The City shall prohibit new residential uses, facilities essential for emergencies (hospitals, police stations, fire stations, etc.), and large public assembly facilities in the 100-year floodplain (Figure HS-3), unless the structure and road access is elevated above the 100-year Base Flood elevation (46 feet MSL) . Other types of development shall be permitted in the 100-year floodplain without elevating above the 100-year Base Flood elevation, so long as no structure openings occur below the 100-year Base Flood elevation. Levees shall not be permitted as a flood proofing option.

HS-7.7 Stormwater Detention Facilities. The City shall require on-site stormwater detention facilities in future large developments projects to reduce stream flooding during precipitation events.



HS-7.8 Flood Hazards Study. The City shall require a flood hazard study for proposed development in the 100-year floodplain. The study shall be submitted to the Fortuna Building Department for review and approval, and may be combined with any required drainage study.

HS-7.9 Changes to FEMA Flood Zones. The City shall require new subdivisions, PUDs, and other large development projects proposed within the 100-year floodplain (Figure HS-3) to evaluate whether the development would change FEMA flood zone designations on and within the project site vicinity. The evaluation shall be submitted to the Fortuna Building Department for review and approval, and may be combined with any required drainage study.



HS-7.10 Flooding. The City shall not approve any new development that results in flooding on- or -off the development site.

HS-7.11 Flooding Escape Routes. The City shall ensure that multiple escape routes are available for areas protected from flooding by levees, in the event of a levee failure.

HS-7.12 Flood Control Design Criteria. The City shall require flood control design criteria to include a section on stream geomorphic analysis, to update information on bank protection and erosion control, and to incorporate biotechnical bank stabilization methods for the purpose of preventing erosion and siltation in drainage swales and streams. New development shall be flood proofed and otherwise demonstrate that it can be protected from flood impacts, and will not cause flood impacts in other areas.

HS-7-13 Wastewater Treatment and Floodplain Precautions. The City shall take appropriate steps to protect and contain its wastewater treatment facilities located in the floodplain.

Programs

HS-20. The City shall prepare and adopt a Flood Protection Master Plan.

Responsibility: Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C



HS-21. The City shall work with FEMA in an effort to update the Flood Insurance Rate Maps (FIRMS).

Responsibility: Community Development
Time Frame: Refer to Appendix C

HS-22. The City shall investigate measures for the abatement of flooding hazards, and report its findings to the City Council for consideration. The measures may include, but are not limited to, the following: (1) removal or relocation of development from flood hazard areas; (2) construction of impoundments or channel diversions, provided that adequate mitigation of environmental impacts can be demonstrated; and (3) debris and silt removal programs conducted in a manner so as not to disrupt existing sensitive habitat communities.

Responsibility: Community Development, City Council
Time Frame: Refer to Appendix C

HS-23. The City shall provide information to the public regarding flood zone locations. The City shall develop maps and other flood-related information available on the City's website and public counter at City Hall.

Responsibility: Community Development
Time Frame: Refer to Appendix C

HS-24. If the FEMA flood zone evaluation determines there would be a change in the FEMA flood zone designation, the City shall submit the evaluation to FEMA for a flood map revision no later than six months after the evaluation is completed.

Responsibility: Community Development
Time Frame: Refer to Appendix C

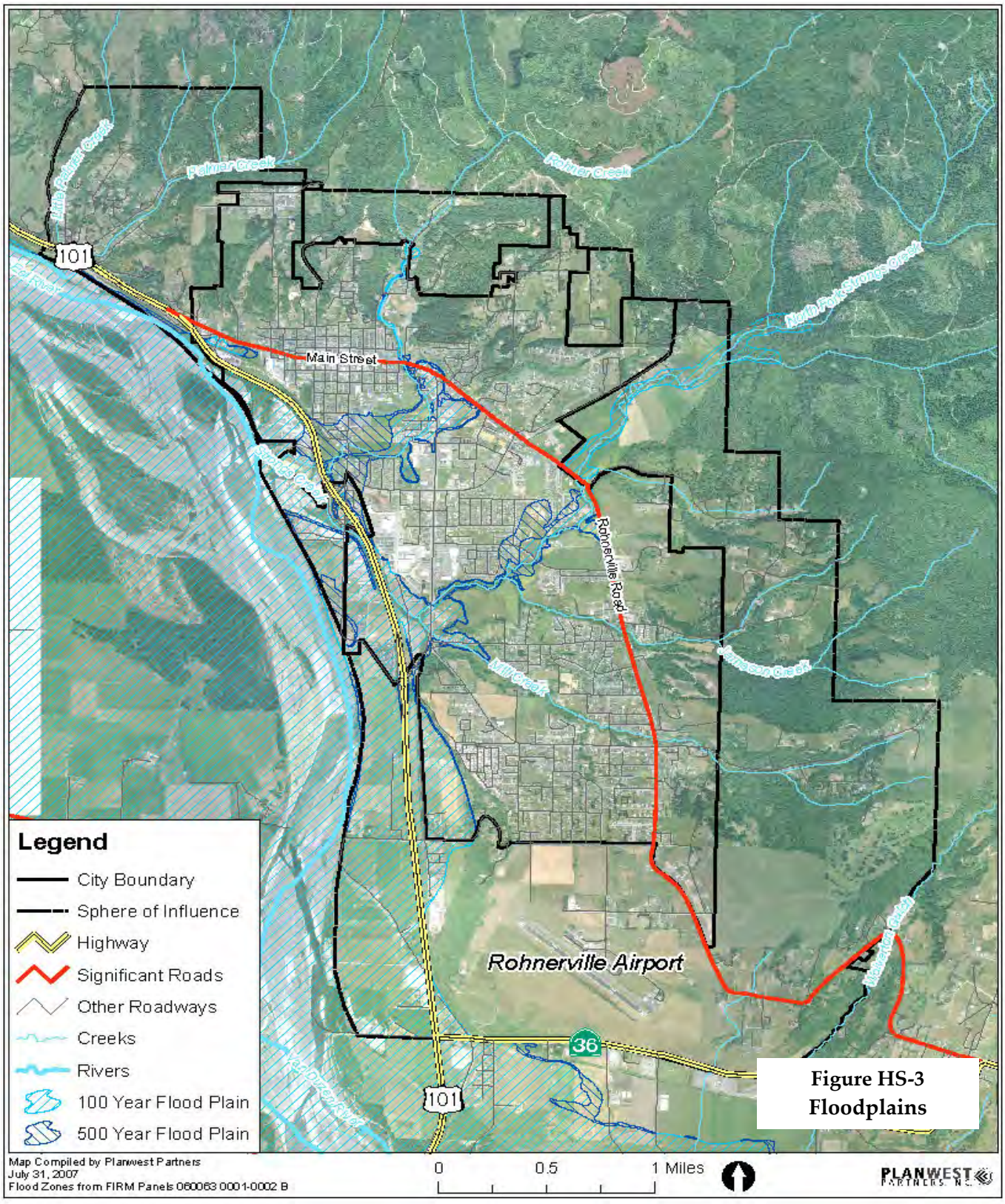


Figure HS-3
Floodplains

Policy Reference-HS 7.3, 7.5, 7.8

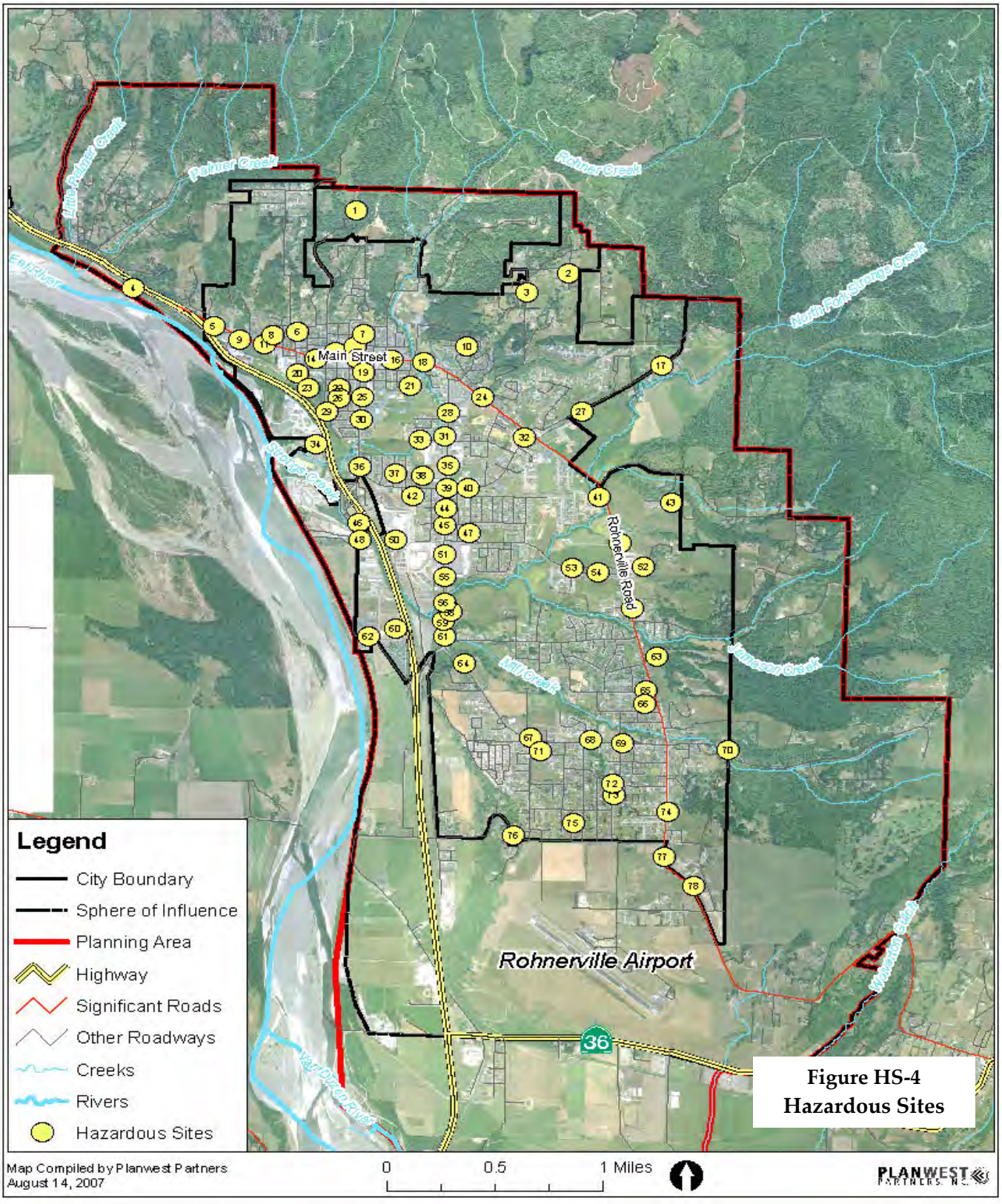


Figure HS-4
Hazardous Sites

Wildland Fires

Goal HS-8

To minimize the risk of loss of life, injury, and damage to property and watershed resources from wildland fires.



Policies

HS-8.1 Wildland Fire Prevention Education. The City shall endeavor to educate residents living in the wildland interface about the State Board of Forestry and Fire Protection (BOF) California Department of Forestry and Fire Protection "General Guidelines for Creating Defensible Space" and Public Resources Code §4291 to reduce the wildland fire risk.

HS-8-2 Fire Safe Regulations. The City shall adopt the fuel modification, emergency access, signage, and fire-fighting water supply requirements of the County's Fire Safe Regulations, including the defensible space clearance requirements authorized by Public Resources Code §4291, and make these regulations applicable in State Responsibility Areas (SRAs).



HS-8.3 FFPD Review of Proposed Development Plans. The City shall require that new subdivisions, PUDs, and other large development projects proposed in the SRA be submitted to CALFIRE for review of proposed fuel modification, emergency access, signage, water supply and pressure, and other fire safe measures to protect against wildand fires.

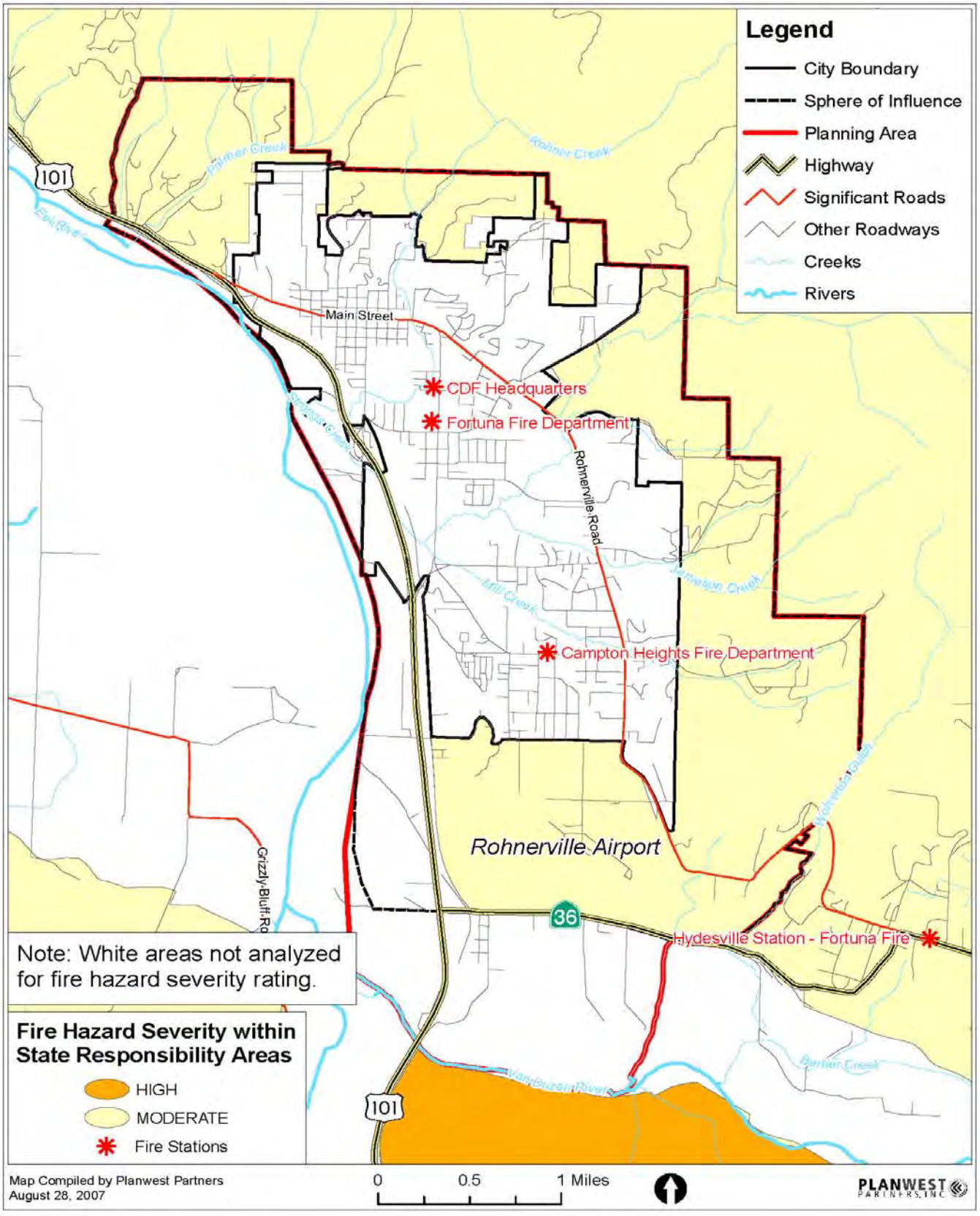
Programs

There are no programs for this section.

Aircraft Hazards

Goal HS-9

To minimize the risk of loss of life or injury, damage to property, and/or the relocation of commercial or residential land uses resulting from aircraft hazard potential.


Legend
City Boundary
Sphere of Influence
Planning Area
Highway
Significant Roads
Other Roadways
Creeks
Rivers
101
Main Street
CDF Headquarters
Fortuna Fire Department
Rohnerville Road
Campton Heights Fire Department
Rohnerville Airport
36
Hydesville Station - Fortuna Fire
Grizzly Bluff Rd
Note: White areas not analyzed for fire hazard severity rating.
Fire Hazard Severity within State Responsibility Areas
HIGH
MODERATE
Fire Stations
Map Compiled by Planwest Partners
August 28, 2007
0
0.5
1 Miles
PLANWEST PARTNERS, INC



Policies

HS-9.1 Humboldt County Airport Land Use Compatibility Plan Compliance. The City shall limit development within each of the Land Use Compatibility Zones around Rohnerville Airport (Figure HS-6) to that permitted within each of these zones by the Humboldt County Airport Land Use Compatibility Plan. This will ensure: (1) that new uses around the airport do not interfere with, or represent a hazard to, the proper operation of the airport; and (2) that airport operations do not represent a substantial safety hazard to surrounding land uses.

HS-9.2 Navigable Airspace. The City shall ensure that development within the Rohnerville Airport approach and departure zones complies with Part 87 of Federal Aviation Administration regulations (i.e., objects affecting navigable airspace).

Programs

None for this section.





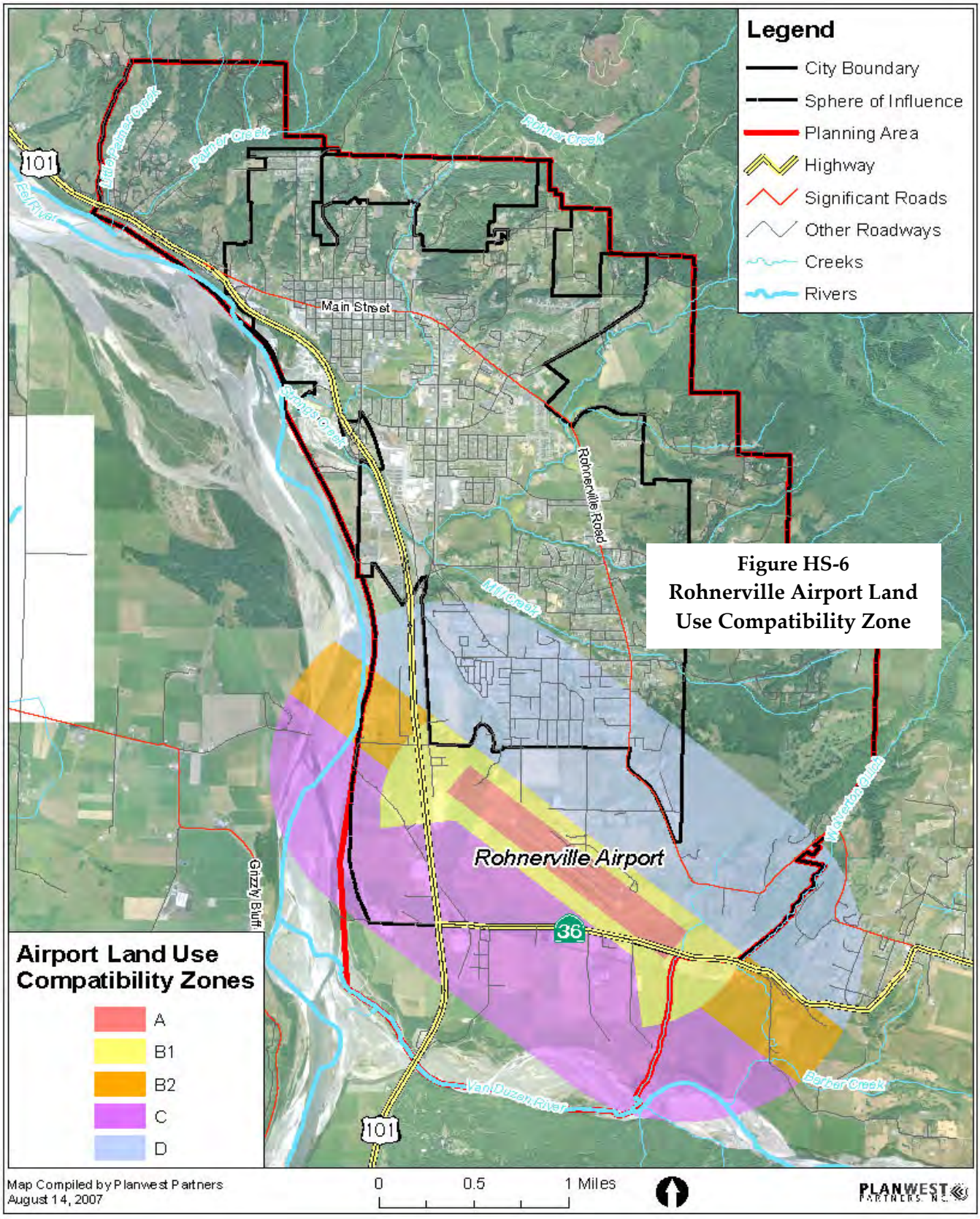


Figure HS-6
Rohnerville Airport Land Use Compatibility Zone

Airport Compatibility Criteria

Zone	Location	Impact Elements	Maximum Densities		Required Open Land[3]
			Residential (du/ac)[1]	Other Uses (people/ac)[2]	
A	Runway Protection Zone or within Building Restriction Line	• High risk • High noise levels	0	10	All Remaining
B1	Approach/Departure Zone and Adjacent to Runway	• Substantial risk – aircraft commonly below 400 ft. AGL or within 1,000 ft of runway • Substantial noise	0.1	60	30 %
B2	Extended Approach/Departure Zone	• Significant risk – aircraft commonly below 800 ft. AGL • Significant noise	0.5	60	30 %
C	Common Traffic Problems	• Limited risk – aircraft at or below 1,000 ft. AGL • Frequent noise intrusion	4	150	15 %
D	Other Airport Environs	• Negligible risk • Potential for annoyance from overflights	No limit	No Limit	No Requirement

1. Residential development should not contain more than the indicated number of dwelling units per gross acre. Clustering of units is encouraged as a means of meeting the Required Open Land requirements.
2. The land use should not attract more than the indicated number of people per acre at any time. This figure should include all individuals who may be on the property (e.g., employees, customers/visitors, etc.). These densities are intended as general planning guidelines to aid in determining the acceptability of proposed land uses.
3. In the event an aircraft is forced to land away from an airport, the risks to the people on board can best be minimized by providing as much open land area as possible within the airport vicinity. (a) to qualify as open land, an area must be : (1) free of structures and other major obstacles such as walls, large trees, and overhead wires; and (2) have minimum dimensions of at least 75 feet by 300 feet. Roads and automobile parking lots are acceptable as open land areas if they meet the preceding criteria. (b) Open land requirements for each compatibility zone are to be applied with respect to the entire zone. Individual parcels may be too small to accommodate the minimum size open are requirement. Consequently, the identification of open land areas must initially be accomplished at the general plan or specific plan level or as part of large-acreage projects. (c) clustering of development and providing contiguous landscaped parking areas is encouraged as a means of increasing the size of open land areas. (d) Building envelopes and the approach zones should be indicated on all development plans and tentative maps within an airport's planning area in order to assure that individual development projects provide the open land areas identified in a general plan, specific plan, or other large-scale plan.

Airport Compatibility Criteria

Zone	Additional Criteria		Examples	
	Prohibited Uses	**Other Development Conditions**	**Normally Acceptable Uses [4]**	**Uses not Normally Accepted [5]**
A	• All structures except ones with location set by aeronautical function • Assemblages of people • Objects exceeding FAR Part 77 height limits • Hazards to flight[6]	• Dedication of avigation easement	• Aircraft tiedown apron • Pastures, field crops, vineyards • Automobile parking	• Heavy poles, signs, large trees, etc.
B1 and B2	• Schools, day care centers, libraries • Hospitals, nursing homes • Highly noise-sensitive uses • Storage of highly flammable materials • Hazards to flight[6]	• Locate structures maximum distance from extended runway centerline • Minimum NLR[7] of 25 dBA in residential and office buildings • Dedication of avigation easement	• Uses in Zone A • Any agricultural use except ones attracting bird flocks • Warehousing, truck terminals • Single-story offices	• Residential subdivisions • Intensive retail uses • Intensive manufacturing or food processing uses • Multiple story offices • Hotels and motels
C	• Schools • Hospitals, nursing homes • Hazards to flight[6]	• Dedication of overflight easement for residential uses	• Uses in Zone B • Parks, playgrounds • Low-intensity retail, offices, etc. • Low-intensity manufacturing, food processing • Two-story motels	• Large shopping malls • Theaters, auditoriums • Large sports stadiums • Hi-rise office buildings
D	• Hazards to flight[6]	• Deed notice required for residential development	• All except ones hazardous to flight	

4. These uses typically can be designed to meet the density requirements and other development conditions listed.
5. These uses typically do not meet the density and other development conditions listed. They should be allowed only if a major community objective is served by being in this zone and no feasible alternative location exists.
6. Policy 3.3.5 *Other Flight Hazards* – Land uses which may produce hazards to aircraft in flight shall not be permitted within any airport's planning area. Specific characteristics to be avoided include: (1) glare or distracting lights which could be mistaken for airport lights; (2) sources of dust, steam or smoke which may impair pilot visibility; (3) sources of electrical interference with aircraft communications or navigation; (4) any use which may attract large flocks of birds, especially landfills and certain agricultural uses.
7. NLR = Noise Level Reduction; i.e., the attenuation of sound level from outside to inside provided by the structure.



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9

Community Design

Fortuna residents have a strong identity and sense of civic pride that is based largely on the City's small-town setting, unique historical and architectural character, and attractive natural setting.

There are several ways that the City can maintain this identity and sense of pride.

First, the City can preserve the character and identity of its older neighborhoods in and around Downtown. Preserving these areas will help to maintain the residents' ties to the past.

Second, the City can create better connections between neighborhoods and districts.

Third, Fortuna has a tremendous potential for gateway enhancement, since the city has a number of potential gateways that can create a favorable important first impression for motorists/pedestrians entering the city.

Fourth, the City can enhance the aesthetic quality of the built environment by encouraging variety in architecture, public art programs, thematic signage, and streetscape improvements.

Finally, the City can improve the relationship between the built and natural environment by ensuring that new development respects the natural setting by blending in with the surrounding landscape, as well as protecting visual access to Fortuna's natural features.



GOALS, POLICIES, & PROGRAMS

The Community Design Element provides goals, policies, and programs that address future development by ensuring that all parties (i.e., developers, the City, the public) share a common understanding of the characteristics that contribute to good design in Fortuna and consider implications of individual project design on community character as a whole. This element is divided into the following sections:

- General;
- Distinct Districts & Neighborhoods;
- Corridors;
- Gateways;
- Natural Setting; and
- Public Infrastructure.



General

Goal CD-1

To pursue visual and aesthetic enhancements throughout Fortuna and improve the overall quality of the urban environment.

Policies

CD-1.1 Community Character/Identity. The City shall promote community character and identity and elements that make up the "essence of the city as a whole" by:

- Maintaining historic grain and scale of development;
- Encouraging use of local architecture themes;
- Encourage use of River Lodge's architectural design as an anchor for new development design concepts;
- Encouraging use of historic building forms and materials;
- Maintaining importance of adaptive reuse of facilities;
- Promoting attractiveness of the community to pass-through visitors & related economic benefits;
- Promoting importance of the Riverfront District and the River Lodge;

- Physically and visually reconnecting the west and east sides of Highway 101;
- Honoring grain of development and continued use of natural separations of creeks and bluffs to help maintain the individuality of the various neighborhoods or districts; and
- Maintaining specific character and attributes of individual neighborhoods and districts.

CD-1.2 Form-Based Zoning. The City shall adopt form-based zoning for selected areas of the city to regulate building size and design so that the historic nature and integrity of distinct districts and neighborhoods is preserved.

CD-1.3 Planned Developments. The City shall use the Planned Development concept for projects that meet established threshold conditions as a means to bring creative land use and building design ideas to the city.

CD-1.4 Design Review. The City shall require Design Review Board review for all commercial projects, multifamily housing projects, and planned development projects.

CD-1.5 Use of Professionals. The City shall encourage the use of professional architects, landscape designers, and/or residential designers for commercial, multifamily residential, and planned development projects.

CD-1.6 Efficient Design Review Process. The City shall streamline the design review process consistent with the use of a form-based code, conceptual review, and administrative approvals of projects meeting the design thresholds established in the design guidelines.

CD-1.7 Historic Preservation. The City shall encourage the preservation of historic structures, including the conservation and renovation of existing housing.

CD-1.8 Transit/Pedestrian-Oriented Design. The City shall encourage project sites to be designed to increase the convenience, safety, and comfort of people using public transportation, walking, or cycling.





CD-1.9 Pedestrian Circulation. The City shall require that new commercial development be designed to encourage and facilitate pedestrian circulation within and between commercial sites and nearby residential areas.

CD-1.10 Street Design Standards. The City shall apply the design standards for streets in the Improvement Standards and Specifications to all new development in order to reduce future street maintenance costs. Modified design standards may be allowed where warranted under unique circumstances.

CD-1.11 Public Street Frontage. The City shall require that all new development have frontage on a public street, while allowing internal private roads.

CD-1.12 Crime Prevention. The City shall design open space areas, bicycle and pedestrian systems, and housing projects to facilitate informal surveillance by people in order to deter crime. Whenever possible and appropriate, the City shall avoid backing residences onto trails or recreational facilities.



CD-1.13 Environmental Conformity. The City shall require development project design to reflect and consider natural features, noise exposure of residents, visibility of structures, circulation, access, and the relationship of the project to surrounding uses. Residential densities, building intensities, and lot patterns should be determined by these and other factors.

CD-1.14 Lighting. The City shall review lighting and landscaping plans to ensure that they are compatible with adjacent uses, respond to public safety concerns, and reduce light emissions into nighttime sky. The City shall also prohibit continuous all night lighting except for security purposes.

CD-1.15 Tree Planting. The City shall encourage and support the planting of trees throughout the City to increase property values and provide habitat for plants, birds, and other animals.

CD-1.16 Building Spacing. The City shall require adequate spacing or insulation between buildings so that residents have separation from neighbors and adequate privacy consistent with appropriate neighborhood and building scale and design.

CD-1.17 Business Improvement District. The City shall continue to work with the Fortuna Business Improvement District, Downtown merchants, and Chamber of Commerce to provide aesthetic enhancements that contribute to the city's image and identity.



CD-1.18 Industrial Design and Landscaping. The City shall require that industrial development (e.g., business park) incorporate landscaping and design elements in accordance with Citywide Design Guidelines. The City shall encourage industrial development to have the following features:

- Attractive building frontages that are readily visible from the public street;
- Variation in the roofline;
- Articulation in the walls (e.g., insets, projections, canopies, wing walls, trellises);
- Large parking areas with tree coverage separated into a series of smaller parking areas by the use of landscaping and location of buildings;
- Outdoor service areas, loading bays, and outdoor storage areas that are not readily visible to the public;
- Attractive landscaping (e.g., berms) to enhance the business by softening buildings and parking areas; and
- Public art.



CD-1.19 Passive Solar Design. The City should encourage new developments to be sited, as feasible, to respond to climatic conditions, such as solar orientation, wind, and shadow patterns.

CD-1.20 Glare. The City shall require that new building exteriors be constructed with non-glare or low-glare materials and paints, and minimize the use of reflective glass in exterior facades.



Programs

CD-1. To encourage good building design, the City shall prepare and adopt a form-based zoning code.

Responsibility: Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C



CD-2. The City shall create and maintain a Design Guidelines manual that details specific plans and requirements for all new development, redevelopment, and enhancements throughout the city. The Design Guidelines shall be made available to residents and developers through print and online resources. The Design Guidelines shall cover all aspects of residential and non-residential development, which shall include the following:

- Landscaping requirements;
- Street and sidewalk design standards;
- Lighting standards;
- View corridors and structural setback requirements;
- Energy efficiency and energy conservation design standards; and
- Any other development-related requirements that correspond with the City's general desire to pursue visual and aesthetic enhancements in Downtown, residential, commercial, and industrial areas.

Responsibility: Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C



CD-3. The City shall develop a list of tree species and landscape plants (especially native species) that are suitable for the local climate. Appropriate locations for each type of tree will be included based on form, root system, and desire for evergreen or deciduous tree cover (e.g., parking lot, over a sidewalk, in a courtyard, for shade, for screening).

Responsibility: Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C

CD-4. The City shall create and maintain a register of sites, structures, and districts throughout the City that may be eligible for State or national historic designation. Buildings included in a local register are eligible to use the California State Historic

Building Code and to pursue tax credits and incentives that may be available for rehabilitation and preservation.



Responsibility: Community Development, Parks, and Historical Commission
Time Frame: Refer to Appendix C

CD-5. The City shall pursue various loans, incentives, and tax improvement programs for exterior building renovations, including:

- Federal Rehabilitation Tax Credits;
- Community Development Block Grant assistance;
- First Time Homebuyer Program incentives for historic properties;
- Façade Improvement Program for signage, historic restoration, and exterior visual enhancements;
- Paint Up Fix Up Program incentives for exterior repairs; and
- Redwood Community Action Agency structural repair incentives available to low-income homeowners or renters in Humboldt County.



Responsibility: Community Development
Time Frame: Refer to Appendix C

CD-6. The City shall require exterior lighting to use the lowest intensity lamp/wattage for security and safety purposes, and be shielded and directed downward so there is no direct illumination of adjacent properties.

Responsibility: Community Development
Time Frame: Refer to Appendix C



Distinct Districts & Neighborhoods

Goal CD-2

To maintain the historic nature of the city and strengthen the identities of individual districts and neighborhoods throughout Fortuna.



Policies

CD-2.1 Distinct Neighborhoods/Districts. The City shall promote citywide land use and transportation planning that supports the creation of distinct districts that have a neighborhood identity and share a common local service commercial area.

CD-2.2 Neighborhood Focal Points. The City shall encourage the creation of well-defined residential neighborhoods that have a clear focal point—such as a park, school, or other open space and community facility— and are connected to the existing city core as well as each other.

CD-2.3 Neighborhood Design. The City shall encourage the use of traditional neighborhood design concepts, such as neighborhood design similar to pre-World War II suburban development.



CD-2.4 Infill Development. The City shall ensure that infill development respects existing historic structures, block and lot patterns, and landscapes. The City shall require infill development to be of compatible scale, style, and character and shall apply setback standards consistent with the existing neighborhood.

CD-2.5 Neighborhood Signage. The City shall encourage signage that marks distinct districts and neighborhoods and that can be removed over time as boundaries shift. The City may allow "sign area" bonuses for the use of creative and visual signs for businesses (e.g. shoe repair, ice-cream parlor).

CD-2.6 Infrastructure Investment. The City shall require that new infrastructure investments respect the image and character of historic neighborhoods and districts. Landscaping, original roadways, sidewalks and other public realm features in historic neighborhoods shall be restored or repaired wherever possible.

CD-2.7 Unique Landscaping. The City shall encourage the use of unique landscaping for individual districts and neighborhoods to characterize the historic nature of each area, as well as to signal transitions from public areas to private areas.

CD-2.8 Build-Out Images. The City shall develop an ultimate build-out image of each district to establish standards for building design, mass, and form.



CD-2.9 Alleys. The City shall encourage alleys to promote creative subdivision designs and to enhance neighborhoods by reducing front yard clutter, eliminating sidewalk cuts for driveways, and presenting a more attractive street scene for residents.

CD-2.10 Housing Design. The City shall promote residential lot design with the garage placed on the rear of the lot, to facilitate large front porches and a sense of community and neighborhood interaction.

Programs

CD-7. The City shall establish new neighborhood street standards to promote the goals of traditional neighborhood design through a form-based zoning code consistent with traffic calming and public safety.

Responsibility: Community Development
Time Frame: Refer to Appendix C

CD-8. The City shall encourage new neighborhood design standards to promote the goals of traditional neighborhood design through a form-based zoning code including narrower lot sizes and appropriate floor area ratio.



Responsibility: Community Development
Time Frame: Refer to Appendix C

Corridors

Goal CD-3

To maintain and enhance the aesthetic and functional quality of Fortuna's major travel corridors.



Policies

CD-3.1 Highway Landscaping. The City shall work with State highway officials concerning landscaping maintenance of State highway property.

CD-3.2 Corridor Identity. The City shall require that renovated and new commercial buildings and centers be planned and designed so that the location and shape of buildings contribute to the corridor's identity and urban design concepts. This includes the orientation of buildings, composition of roof forms, and architectural treatments.

CD-3.3 Setbacks. The City shall require that building and parking setbacks be designed as an extension of the urban design concept for the corridor and adjacent neighborhoods. This includes the depth, edge treatment, pedestrian facilities and landscaping of setback areas.

CD-3.4 Landscape Buffers. The City shall encourage well-designed landscaped buffers/planting strips along major corridors to increase pedestrian safety, enhance neighborhood aesthetics, improve air quality, and provide space for street trees.



CD-3.5 Street Tree Planting. The City shall encourage and support planting street trees along new and existing arterial and collector streets.

CD-3.6 Wildflower Seeding. The City shall use wildflowers as a means to beautify rural roadsides and freeway rights of way.

CD-3.7 Commercial Signs. The City shall require that renovated and new commercial buildings and centers include signs and graphic identity concepts that are compatible with existing development designs and City design objectives.

CD-3.8 Downtown/Riverwalk Visual Linkage. The City shall create strong visual links along 12th Street between the Riverwalk Drive area and Downtown to assist in connecting these two key districts and supporting commercial activities between them.

CD-3.9 Minimum Building Design Requirements. The City should encourage new development along major corridors to comply with the following minimum building requirements:



- All outdoor storage of goods, materials, and equipment and loading dock areas shall be screened from major roadways;
- Developments with multiple buildings should have a uniform design theme and sign program;
- Earth tones shall be used as the dominant color; colors such as white, black, blue, and red should be used as accents. Building surfaces should have color schemes that reduce their apparent size;
- Metal buildings shall be allowed only with enhanced architectural and landscaping treatment (such as use of trim bands, wing walls, parapets, and reveals); and
- All exterior elevations visible from major roadways should have architectural treatment to alleviate long void surfaces. This can be accomplished through varying setbacks, breaking buildings into segments, pitched roof elements, columns, indentations, patios, and incorporating landscaping into architectural design.

Programs

CD-9. The City shall consult with Caltrans and pursue funding for a wildflower seeding program for rural roadsides and freeway rights-of-way.

Responsibility: Community Development, Public Works
Time Frame: Refer to Appendix C



Gateways

Goal CD-4

To establish and maintain specific gateway entry points into the city to attract visitors and serve as a pleasant homecoming for residents.

Policies

CD-4.1 Gateway Districts. The City shall identify key entry and exit points into and out of the community and improve these areas into recognizable and attractive gateways.



CD-4.2 Gateway Visual Enhancements. The City shall pursue visual enhancements to identified gateway entry points, which may include a combination of the following:

- Landscape improvements;
- Streetscape improvements;
- Building orientation and placement near the gateway;
- Attractive signs; and
- Signs and/or icons at various entrances to the city (i.e., Main Street, 12th Street, and Fortuna Boulevard).

CD-4.3 Neighborhood Gateways. The City shall encourage districts and neighborhoods to include deliberate gateways and entrances designed to be inviting (accented with landscaping, pavement, and signs) and complementary to the overall design concept of each district.

Programs

CD-10. The City shall develop a gateway streetscape and sign plan that will outline a program to improve key entryways into the city.

Responsibility: Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C



Natural Setting

Goal CD-5

To provide a dramatic backdrop to the city by maintaining views of the Eel River, surrounding hills, forests, creeks, and open space areas as distinctive visual and environmental features.

Policies

CD-5.1 Visual Framework. The City shall emphasize Fortuna's natural features as the visual framework for new development and redevelopment.

CD-5.2 Visual Access to Open Space. The City shall promote community design that incorporates the open space features of Fortuna's waterways and parks into the travel experience. This includes visual access to open space features and private and public investment that visually frames and complements natural landscapes and parks.



CD-5.3 Open Space Transitions. The City shall preserve the visual quality of open space by maintaining transitions between urban and rural areas at the edge of the community. Soundwalls and utilitarian edges of developments shall not be allowed as an interface between development and rural landscapes.



CD-5.4 Hillside Views. The City shall maintain visual access to hillside views by regulating building orientation, height, and bulk.

CD-5.5 Hillside Development. The City shall respect the natural setting of the hillside area by encouraging hillside development to incorporate natural landscape features.



CD-5.6 Nighttime Glare Reduction. The City shall, whenever feasible, require public facilities and new development to use low-energy shielded lights that are directed downward for better efficiency and minimizing nighttime glare that might impair views of the surrounding hillsides.

CD-5.7 Computer Models. The City shall encourage proposed large-scale developments to use computer-generated models mixed with existing streetscapes to show how the standards will affect future views.



CD-5.8 Eel River Access. The City shall maintain the right of public access along the Eel River and require landscaping design that ties into the public space.

CD-5.9 Native Plants on Slopes. The City shall encourage the planting of native plants on slopes to control erosion and reduce mowing.

Programs

CD-11. The City shall amend the Zoning Ordinance so that it specifies guidelines for development along ridgelines around Fortuna, to preserve the city's view of the surrounding hills and mountains.

Responsibility: Community Development, Planning Commission, City Council
Time Frame: Refer to Appendix C

Public Infrastructure

Goal CD-6

To use public investment in the development and enhancement of public facilities, roadways, and other infrastructure, to improve the image of Fortuna and implement its urban design objectives.



Policies

CD-6.1 Public Works Project Design. The City shall ensure that public works projects (e.g., public/institutional buildings, detention basins, ditches, outfalls) support citywide urban design objectives. Public/institutional buildings will be subject to the City's design standards.

CD-6.2 Underground Utility Lines. The City shall require underground utility lines in new development and as areas are redeveloped, except where infeasible for operational or financial reasons.

Programs

None for this section.



10

Administration & Implementation

General Plan effectiveness ultimately depends on how it is implemented and maintained over time. State law requires that most actions of local government affecting the physical environment be consistent with the General Plan, and sets out guidelines for the plan's monitoring, updating, and amendment.

The City of Fortuna has several departments and staff, in addition to its elected and appointed officials, that are charged with implementing the programs outlined in the General Plan.

Appendix C of this General Plan is an Implementation Matrix. The appendix lists all of the General Plan's programs, the department that is responsible for carrying out the program, and a timeframe for the activity.

City staff will review the matrix on an annual basis and will prioritize the programs based on need and financial constraints. The City Council will approve and authorize the annual work plan.

GOALS, POLICIES, & PROGRAMS

The Administration and Implementation Element contains goals, policies, and programs to ensure that the City of Fortuna maintains a high level of attention to the General Plan by providing for regular review and updating of the Policy Document and Background Report and ensuring that other City regulations and ordinances are consistent with the General Plan.

Administration & Implementation

Goal AI-1

To provide for ongoing General Plan administration and implementation.

Policies

AI-1.1 General Plan Review. The City shall review the General Plan annually and revise it as deemed necessary.



AI-1.2 Amendments. The City shall not amend the General Plan more than four times per calendar year, unless additional amendments are allowed by changes in State law. Each amendment may include multiple changes.

AI-1.3 Amendments Review/Approval. For all General Plan amendments, the City will require public hearings and approval by both the Planning Commission and City Council.

AI-1.4 Five-Year General Plan Review. The City shall conduct a major review of the General Plan, including the General Plan Policy Document and Background Report, beginning every five years from the date of final approval of the General Plan and shall revise it as deemed necessary. The City's Housing Element will be updated as mandated by the State. Prior to undertaking this review, the City shall identify the process for updating the plan and addressing public participation.

AI-1.5 Consistency. The City shall review and amend, as necessary, applicable ordinances and regulations to ensure General Plan consistency.

AI-1.6 Annual Reporting. The City shall review and report to the Planning Commission and City Council on the status of implementation of the General Plan annually, as required by State law.

AI-1.7 Implementation Program Monitoring. The City shall maintain and annually review the Implementation Program Summary Matrix (see Appendix C) before the preparation of the City's Annual Budget. The City shall prioritize the programs based on applicability and relevance, the timing of initiation, and the availability of funding to execute and sustain the various General Plan programs.

Programs

AI-1. The Planning Commission shall review the General Plan annually, focusing principally on actions undertaken in the previous year to carry out the implementation programs of the plan. A report to the City Council shall include, as the Commission deems appropriate, recommendations for amendments to the General Plan. This review shall also be used to satisfy the requirements of Public Resources Code §21081.6 for a mitigation monitoring program.

Responsibility: Planning Commission, Administration, Community Development
Time Frame: Annually

AI-2. The City shall conduct a major review of the General Plan, including the General Plan Policy Document and Background Report, beginning every five years from the date of final approval of this General Plan, and shall revise it as deemed necessary.

Responsibility: City Council, Planning Commission, Administration, Community Development
Time Frame: Refer to Appendix C

AI-3. The City shall investigate and implement, as appropriate, mechanisms to be used for funding five-year General Plan updates.

Responsibility: Administration, Community Development
Time Frame: Refer to Appendix C

AI-4. The City shall review and amend, as necessary, applicable ordinances and regulations referenced herein to ensure consistency with the General Plan. These shall include the following: Zoning Ordinance, Subdivision Ordinance, Building Code, and Development Standards.

Responsibility: City Council, Administration, Community Development
Time Frame: Refer to Appendix C

AI-5. The City shall implement the provisions of this General Plan through its ongoing project review process.

Responsibility: City Council, Planning Commission, Administration, Community Development
Time Frame: Ongoing





Appendix A: Glossary

This Appendix provides a list of key terms used throughout the General Plan Policy Document. Many of the definitions were taken from the State of California 2003 General Plan Guidelines.

GLOSSARY

100-Year Floodplain: Area that has a one percent chance of being flooded in any given year. Over the long term, the area will be covered with flood waters on an average of once every 100 years.

Acre, gross. The entire acreage of a site, used for density calculations.

Acre, net. The portion of a site remaining after removing or deducting public or private road rights-of-way and land not developable, and which can then be built upon. Net acreage includes required yards or setbacks.

Archaeology: The study of historic or prehistoric peoples and their cultures by analysis of their artifacts and monuments.



Annexation: The inclusion of territory in a city or special district**.**

Aquifer: A deposit of rock, such as sandstone, containing water that can be used to supply wells.

Best Management Practice (BMP): Any program, technology, process, siting criteria, operating method, measure, or device that controls, prevents, removes, or reduces storm water pollution. The most effective, or "best" techniques are applied to each specific circumstance depending on the pollution problem and physical and geopolitical setting.

Blight: A condition of deterioration of a site, structure, or area that may cause nearby buildings and/or areas to decline in attractiveness and/or utility. Under California Redevelopment law, a blighted area must be predominantly urbanized and the blight must cause both a physical and an economic burden to the community.

Blue Line Stream: A blue-line stream is one which flows for most or all of the year and is marked on USGS topographic maps with a solid blue line.

Appendix A: Glossary A

Buffer: An area or band of land or mechanism that serves to separate or protect potentially incompatible land uses, such as residential areas and heavy industrial uses or residential areas and intensive agriculture.

Business Incubators: A business incubator is an economic development tool designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services. A business incubator's main goal is to produce companies that are financially viable and freestanding. These incubator graduates have the potential to create jobs, revitalize neighborhoods, commercialize new technologies, and strengthen local and national economies.

California Environmental Quality Act (CEQA): A State law requiring State and local agencies to regulate activities with consideration for environmental protection. If a proposed activity has the potential for a significant adverse environmental impact, an Environmental Impact Report (EIR) must be prepared and certified as to its adequacy before taking action on the proposed project.

Capital Improvement Program (CIP): The City's schedule of infrastructure improvements necessary to accommodate existing and anticipated future development. Most CIPs include a financing mechanism to fund the cost of the improvements.

Community Noise Equivalent Level (CNEL): 24-hour energy equivalent level derived from a variety of single-noise events, with weighting factors of 5 and 10 dBA applied to the evening (7 PM to 10 PM) and nighttime (10 PM to 7 AM) periods, respectively, to allow for the greater sensitivity to noise during these hours.

Compatible: Capable of existing together without conflict or ill effects.

Congregate Care: Elderly housing licensed by the State Health and Welfare Agency, Department of Social Services, typically for residents who are frail and need supervision. Services normally include three meals daily, housekeeping, security and emergency response, a full activities program, supervision in the dispensing of medicine, personal services such as assistance in grooming and bathing, but no nursing care. Sometimes referred to as residential care or personal care.

Congregate Living Facilities: Apartment housing, usually for seniors, in a group setting that includes independent living and sleeping accommodations in conjunction with shared dining and recreational facilities.

Decibel (dB): A unit used to express the relative intensity of a sound as it is heard by the human ear.

dB(A): Sound pressure level in decibels (dB) as measured on a sound level meter using the "A weighted" filter network. "A-weighting" de-emphasizes very low and very high frequencies in a manner similar to the response of the human ear. An increase of 10 dB(A) is equivalent to a doubling in perceived sound level. When used by itself, dB(A) denotes either a sound level at a given instant, a maximum level, or a steady-state level.

Design Guidelines: As used in specific programs in this Policy Document, these guidelines would promote concepts and urban design principles for planning for new development to implement General Plan policies to foster new pedestrian- and bicycle-friendly development. These would not include specific building material requirements.



Detention Basin: A basin to provide temporary storage of storm runoff in order to attenuate peak runoff and provide water quality treatment benefits.

Development: The physical alteration of land by humans. Development includes subdivision of land; construction or alteration of structures, roads, utilities, and other facilities; installation of septic systems; grading; deposit of refuse, debris, or fill materials; and clearing of natural vegetative cover (with the exception of agricultural activities). Development does not include routine repair and maintenance activities.

Discretionary Development: A development project that requires the exercise of judgment or deliberation when the City approves or disapproves a particular activity. This is distinguished from situations where the City must determine whether projects have conformed with applicable statutes, ordinances, or regulations.

Discretionary Review: A review taken by a governmental agency that calls for the exercise of judgment in deciding whether to approve and/or how to carry out a project.

Drainage: The control and removal of excess rainfall runoff or groundwater by the use of surface or subsurface features or drains.

Drainage Channel: An open channel (e.g., swale, constructed channel, natural drainage course) that may convey, store, and treat runoff.

Dwelling Unit: One room or a suite of two (2) or more rooms in a building designed for, intended for, or used by one family, which family lives, sleeps, and cooks therein and which unit has one kitchen or kitchenette.

Easement: A limited right to make use of property owned by another (e.g., a right-of-way for access or ingress and egress).

Economic Base: The portion of the local economy that primarily sells its goods and services to customers outside the county or local region. These industries draw income into the county that is then recirculated in local-serving "non-basic" businesses such as retail and service establishments.

Effluent: Treated wastewater discharged from a wastewater treatment facility.

Emerging Industries: Industries that currently have low concentration in the county, but are growing rapidly.

Environmentally Sensitive Habitat Area: Area in which plant or animal life or their habitats are either rare or especially valuable because of their special nature or role in the ecosystem and which could be easily disturbed or degraded by human activities and developments.

Fault: A fracture in the Earth's crust that is accompanied by displacement between the two sides of the fault. An active fault is defined as one that has moved in the last 10,000-12,000 years (Holocene). A potentially active fault is one that has been active in the past 1.6 million years (Quaternary period). A sufficiently active fault is one that shows evidence that Holocene displacement occurred on one or more of its segments or branches.

Federal Emergency Management Agency (FEMA): The Federal agency that regulates floodplains and manages the nation's flood insurance program.

Floodplain: Land adjacent to a stream, slough, or river that is subject to flooding or inundation from a storm event. FEMA defines the floodplain to be the area inundated by a 100-year flood.

Floodplain Management: The implementation of policies and programs to protect floodplains and maintain their flood control function.

Floor-Area Ratio (FAR): The ratio of the gross building square footage permitted on a lot to the net square footage of the lot. For example, on a lot with 10,000 net square feet of land area, an FAR of 1.00 will allow 10,000 gross square feet of building floor area , regardless of the number of stories in the building (e.g., 5,000 square feet per floor on two floors or 10,000 square feet on one floor). On the same lot, an FAR of 0.50 would allow 5,000 square feet of floor area and an FAR of 0.25 would allow 2,500 square feet.

Form-Based Code: A method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm by controlling physical form primarily, with a reduced focus on land use, through city or county regulations. Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and words, are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development, rather than merely distinctions in land-use types. This is in contrast to conventional zoning's focus on segregation of land-use types, permissible property uses, and control of development intensity through simple numerical parameters (e.g., FAR, dwellings per acre, height limits, setbacks, parking ratios). Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory.



Form-based codes commonly include the following elements:

- *Regulating Plan*: A plan or map of the regulated area designating the locations where different building form standards apply, based on clear community intentions regarding the physical character of the area being coded;
- *Building Form Standards*: Regulations controlling the configuration, features, and functions of buildings that define and shape the public realm;

- *Public Space/Street Standards*: Specifications for the elements within the public realm (e.g., sidewalks, travel lanes, street trees, street furniture);
- *Administration*: A clearly defined application and project review process; and
- *Definitions*: A glossary to ensure the precise use of technical terms.

Frequency: How often an event will occur expressed by the return period or exceedance probability.

Gateway: A point along a roadway into a city at which a motorist, pedestrian, or cyclist gains a sense of having left the environs and entered the city.

General Plan Planning Area: Land within the city limits and adjacent land outside the city limits which in the City's judgment bears relation to its planning.

Goal: The ultimate purpose of an effort, stated in a way that is general in nature and immeasurable.

Groundwater Basin: The above-ground area from which water flows or seeps into a particular aquifer or series of linked aquifers.

Hazardous Materials: Defined by the California Code of Regulations (CCR) as a substance that, because of physical or chemical properties, quantity, concentration, or other characteristics, may either (1) cause an increase in mortality or an increase in serious, irreversible, or incapacitating, illness; or (2) pose a substantial present or potential hazard to human health or the environment when improperly treated, stored, transported, or disposed of (CCR, Title 22, Division 4.5, Chapter 10, Article 2, Section 66260.10).

Hazardous Wastes: Materials that no longer have practical use, such as substances that have been discarded, discharged, spilled, contaminated, or are being stored prior to proper disposal. According to Title 22 of the CCR, hazardous materials and hazardous wastes are classified according to four properties: toxic, ignitable, corrosive, and reactive (CCR, Title 22, Chapter 11, Article 3).

Historic Preservation District: An area of the City having historic, architectural, cultural, or aesthetic significance and designated as a Historic Preservation District under the provisions of the City's Planning and Zoning Code.

Implementation Program: An action, procedure, program, or technique that carries out general plan policy. Implementation programs also specify primary responsibility for carrying out the action and a time frame for its accomplishment.

Important Farmlands: Collective term for farmlands designated as Prime, Unique, or as Farmlands of Statewide Importance under the State Department of Conservation's Farmland Mapping and Monitoring Program.

Infill Development: Development of vacant land (usually individual lots or left-over properties) within areas which are already largely developed

Ldn: Day-Night Average Sound Level. The A-weighted average sound level for a given area (measured in decibels [dB]) during a 24-hour period with a 10 dB weighing applied to night-time (10 pm - 7 am) sound levels.

Lmax. The maximum A-weighted sound level during a noise event, or sample period.



Labor Force: Persons that are either employed or are actively seeking work in a geographic area.

LAFCo (Local Agency Formation Commission): A county commission that reviews and evaluates all proposals for formation of special districts, incorporation of cities, annexation to special districts or cities, consolidation of districts, and merger of districts with cities. LAFCo is empowered to approve, disapprove, or conditionally approve these proposals.

Land Evaluation and Site Assessment (LESA): A system for accessing the agricultural productivity of selected parcels, to determine impacts from conversion and possible mitigation. It is generally used to assess tracts of land being considered for development or conversion to non-agricultural uses.

Large-Scale Developments: also known as "big box" developments comes in a variety of types and sizes including those selling the following: large general merchandise, grocery items, specialized products, resale merchandise or outlets, and warehouse clubs. Development exceeding 20,000 square feet of retail floor area is considered large-scale. The Fortuna Zoning Code lists Major Retail Development for projects in excess of 80,000 square feet.

Levee: A dike or embankment constructed to confine flow to a stream channel and to provide protection to adjacent land. A levee designed to provide 100-year flood protection must meet FEMA standards.

Level of Protection: The amount of protection that a drainage or flood-control measure provides.

Liquefaction: A process that occurs in soils and sediments during some earthquake events, when material is transformed from a solid state to a liquid due to increases in pore pressure (spaces between soil particles). Earthquake-induced liquefaction most often occurs in low-lying areas with soils or sediments composed of unconsolidated, saturated, clay-free sands and silts, but it can also occur in dry, granular soils or saturated soils with some clay content.

Leadership in Energy and Environmental Design (LEED): A building rating system, developed by the U.S. Green Building Council, that provides standards for environmentally-sustainable construction.

Level of Service (LOS) Standard: Used by governmental agencies to measure the quality or effectiveness of a service or the performance of a facility.

Level of Service (Traffic): A scale that measures the amount of traffic that can be accommodated on a roadway segment or at an intersection. Traffic levels of service range from A to F, with A representing the highest level of service, as follows:

- ***Level of Service A***: Indicates a relatively free flow of traffic, with little or no limitation on vehicle movement or speed;
- ***Level of Service B***: Describes a steady flow of traffic, with only slight delays in vehicle movement and speed. All queues clear in a single signal cycle;
- ***Level of Service C***: Denotes a reasonably steady, high-volume flow of traffic, with some limitations on movement and speed, and occasional backups on critical approaches;
- ***Level of Service D***: Denotes the level where traffic nears an unstable flow. Intersections still function, but short queues develop and cars may have to wait through one cycle during short peaks;
- ***Level of Service E***: Describes traffic characterized by

slow movement and frequent (although momentary) stoppages. This type of congestion is considered severe, but is not uncommon at peak traffic hours, with frequent stopping, long-standing queues, and blocked intersections; and

- ***Level of Service F***: Describes unsatisfactory stop-and-go traffic characterized by traffic jams and stoppages of long duration. Vehicles at signalized intersections usually have to wait through one or more signal changes, and "upstream" intersections may be blocked by the long queues.

Local Agency Formation Commission (LAFCo): A statutorily-required commission in Humboldt County that reviews and evaluates all proposals for formation of special districts, incorporation of cities, annexation to special districts or cities, consolidation of districts, and merger of districts with cities.

Low Impact Development (LID): A sustainable landscaping approach that can be used to replicate or restore natural watershed functions and/or address targeted watershed goals and objectives.



Major Projects Financing Plan (MPFP): The Capital Improvement Program adopted by a city that schedules physical improvements, usually for a minimum of five years in the future, to fit the projected fiscal capability of the jurisdiction. The program generally should be reviewed annually for consistency with the general plan.

Magnitude: Earthquake magnitude is measured by the Richter scale, indicated as a series of Arabic numbers with no theoretical maximum magnitude. The greater the energy released from the fault rupture, the higher the magnitude of the earthquake. Magnitude increases logarithmically in the Richter scale; thus, an earthquake of magnitude 7.0 is 30 times stronger than one of magnitude 6.0. Earthquake energy is most intense at the point of fault slippage, known as the epicenter, which occurs because the energy radiates from that point in a circular wave pattern. The farther an area is from an earthquake's epicenter, the less likely it is that groundshaking will occur.

Mixed Use: A development pattern in which a combination of residential, commercial, office and institutional uses are grouped together in a single building (vertical mixed use) or on a singe site (horizontal mixed use). A "single site" may include contiguous properties.

Municipal Service Review: is a study designed to determine the adequacy of governmental services being provided in the region or sub-region. Developing and updating spheres of influence and performing service reviews for each city and special district within the county may be used by LAFCO, other governmental agencies, and the public to better understand and improve service conditions.

Net Acreage: The developable area of a lot or parcel, excluding streets and rights-of-way.

Niche manufacturing: A business that addresses a need for a product or service that is not being addressed by mainstream manufacturers (e.g. specialty agriculture or dairy manufacturers that add value to locally produced raw materials and commodities.

Noise-Sensitive Uses: Land uses that involve activities where excessive noise levels could cause adverse health effects or disrupt the activity. Noise-sensitive uses include residential neighborhoods, theaters, auditoriums, music halls, meeting halls, churches, hospitals, and nursing homes.

Non-conforming Use: A parcel, structure or use that was lawfully established or commenced prior to the adoption or amendment of land development regulations and that fails to meet the current requirements. Such a use is usually allowed to continue but not enlarged.

Non-point Source Pollution: Sources of pollution that are difficult to define and that usually cover broad areas of land, such as the carrying of fertilizers from agricultural land by runoff.

Open Space: Any parcel, area, or waterway that is essentially unimproved and devoted to an open-space use. Under Section 65560 of the California State Government Code, open-space land is broadly defined as land designated for preservation of natural resources (i.e., lakeshore and watershed lands); managed production of resources (i.e., lands for agriculture, forestry, recharge of ground water basins); outdoor recreation (i.e., parks, scenic highway corridors, and areas with outstanding scenic, historic and cultural values); and public health and safety (i.e., floodplains, unstable soil areas).

Particulate Matter: Dust and other airborne particles that come in a range of particle sizes. Federal and State air quality regulations reflect the fact that smaller particles are easier to inhale and can be

more damaging to health. PM_{10} refers to dust/particulates that are 10 microns in diameter or smaller. $PM_{2.5}$ refers to dust/particulates that are 2.5 microns in diameter or smaller.

Planned Unit Development (PUD): A self-contained development, often with a mixture of housing types and densities, in which the subdivision and zoning controls are applied to the project as a whole rather than to individual lots, as in most subdivisions. Densities and lot sizes are calculated for the entire development, usually permitting a trade-off between the clustering of houses and provision of common open space or other amenities.

Point-source Pollution: Specific sources of pollution such as polluted water from a particular pipe.

Policy: A specific statement in text or diagram form that guides action and implies a clear commitment by the City.

Primary Treatment: Treatment of wastewater prior to other forms of treatment involving settling and removal of suspended solids.



Prime agricultural land: An area of land that has not been developed for a use other than agriculture and meets certain criteria related to soil classification or crop and livestock carrying capacity.

Public and Quasi-public Facilities: Institutional, academic, governmental and community service uses such as parks, schools, libraries, governmental facilities, cemeteries, fire stations, airports, hospitals, sewage-treatment plants, refuse transfer stations and recycling centers. Public and quasi-public uses are conditionally permitted.

Quasi-public use: A use serving the public at large, and operated by a private entity under a franchise or other similar governmental authorization designed to promote the interests of the general public or operated by a recognized civic organization for the benefit of the general public.

Quimby Act: A 1975 act (California Government Code §66477) that allowed local governments in California to take a critical role in the effort to set aside parkland and open space for recreational purposes. Cities and counties have been authorized since the passage of the Quimby Act to pass ordinances requiring that developers set aside land, donate conservation easements, or pay fees for park improvements. Revenues generated through the Quimby Act cannot be used for the operation and maintenance of park facilities.

Retention: Long-term storage of water runoff with no outlet provided. Retained water would infiltrate into the soil or evaporate.

Rights-of-way: Property that is publicly owned or upon which a governmental entity has an express or implied property interest (e.g., fee title or easement) held for a public purpose. Examples of such public purpose include highways, streets, sidewalks, drainage facilities, electric transmission lines, pipelines, sanitary or storm sewer mains, etc.

Riparian Habitat: The biotic (i.e., vegetative and wildlife) areas adjacent to rivers, streams, and lakes. Riparian areas are delineated by the existence of plant species normally found near fresh water.

Secondary Treatment: Treatment of wastewater that typically follows primary treatment that involves biological processes and settling tanks to remove organic material.

Sensitive Natural Community: A biological community that is regionally rare, provides important habitat for wildlife, is structurally complex, or in other ways of special concern to local, State, or Federal agencies. The CDFG tracks sensitive natural communities in the CNDDB while CEQA identifies the elimination or substantial degradation of such communities as a significant impact.

Sensitive Receptors: Noise-sensitive receptors are facilities or activities (such as single- and multi-family residential areas, group homes, hospitals and health care facilities, schools and other learning institutions, libraries, places of worship or public assembly, and similar uses as may be determined by the City) for which excessive noise may cause annoyance or loss of business.

Service Area: The area for which a purveyor is responsible for distributing water supplies.

Shall: That which is mandatory.

Site Assessment: See Land Evaluation and Site Assessment

Social dislocations: The forced movement of a group of people as a result of development that conflicts with applicable land use plans or aircraft hazards.

Soils [Class 1, 2, and 3]: Class I, II, or III soil classes define the suitability of various soils for agricultural uses, based on limitations of the soils, range of usefulness for agriculture, the risk of environmental damage such as erosion when they are used for agriculture, and how easily their limitations can be overcome by remedial measures. Class I soils are soils that generally have few limitations, support the widest range of uses, and carry the least risk of environmental damage. Class II soils have some limitations that reduce the range of potential crops or require moderate conservation practices. Class III soils have greater limitations on range of potential crops, require special conservation measures, or both. Class I and II soils are considered to be "prime" agricultural soils – those soils whose characteristics make them most suited to agricultural uses.

Specific Plan: A State-authorized legal tool adopted by cities and counties for detailed design and implementation of a defined portion of the area covered by a general and/or area plan. A specific plan may include detailed regulations, conditions, programs, and/or proposed legislation that may be necessary or convenient for the systematic implementation of any general plan element(s).



Special-Status Species: Those plants and animals that, because of their recognized rarity, vulnerability to habitat loss, or population decline, are recognized by Federal, State, or other agencies. Some of these species receive specific protection that is defined by Federal or State endangered species legislation. Others have been designated as "sensitive" based on adopted policies and expertise of State resource agencies or organizations with acknowledged expertise, or policies adopted by local governmental agencies such as counties, cities, and special districts to meet local conservation objectives. These species are referred to collectively as "special-status species" in this report, following a convention that has developed in practice but has no official sanction. The various categories encompassed by the term, and the legal status of each, are discussed in Section 10.3.3 "Regulations That Affect Biological Resources." For the purposes of this assessment, the term "special-status" includes those species that are:

- Federally listed or proposed for listing under the Federal Endangered Species Act (50 CFR 17.11-17.12);
- Candidates for listing under the Federal Endangered Species Act (61 FR 7596-7613);
- State-listed or proposed for listing under the California Endangered Species Act (14 CCR 670.5);

- Species listed by the U.S. Fish and Wildlife Service (USFWS) or the California Department of Fish and Game (CDFG) as a species of concern (USFWS), rare (CDFG), or of special concern (CDFG);
- Fully protected animals, as defined by the State of California (California Fish and Game Code Section 3511, 4700, and 5050);
- Species that meet the definition of threatened, endangered, or rare under CEQA(CEQA Guidelines Section 15380);
- Plants listed as rare or endangered under the California Native Plant Protection Act (California Fish and Game Code Section 1900 et seq.); and
- Plants listed by the California Native Plant Society as rare, threatened, or endangered (List 1A and List 2 status plants in Skinner and Pavlik 1994).

Soil Quality: The capacity of a specific type of soil to function, within natural or managed ecosystem boundaries, to sustain plant and animal productivity, maintain or enhance water and air quality, and support human health and habitation.

Sphere of Influence (SOI): The probable ultimate physical boundaries and service area of a local agency (i.e., city or district), as determined by the Local Agency Formation Commission.

Standard: A specific, often quantified guideline incorporated in a policy or implementation program that defines the relationship between two or more variables. Standards often translate directly into regulatory controls.

Standard Project Flood: The Standard Project Flood is defined as a major flood that can be expected to occur from a severe combination of meteorological and hydrological conditions that is considered reasonably characteristic of the geographical area. This is also known as the 500-year flood.

State Point of Historical Interest: An historic structure or site of local or countywide interest.

State Historical Landmark: An historic structure or site of local or statewide interest.

Stormwater Management Plan (SWMP): A document submitted for approval to the Regional Water Quality Control Board that describes how a city will reduce the discharge of pollutants in stormwater to the maximum extent practical and effectively limit non-stormwater discharges into its storm drain system.

Subdivision Map Act: This law governs all subdivision of land. It requires that local governments establish regulations to guide subdivisions, and grants powers to local governments to ensure that the subdivision occurs in an orderly and responsible manner.

Surface Water: Water on the Earth's surface, as distinguished from subterranean water, typically found flowing in natural or man-made water courses (e.g., rivers, streams, or canals) or contained in lakes or storage reservoirs.

Sustainable Development: Development that maintains or enhances equity, economic opportunity, and community well-being while protecting and restoring the natural environment upon which people and economies depend. Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.



Tertiary Treatment: Treatment of wastewater that follows secondary treatment that involves filtration processes to remove fine suspended and colloidal material.

Timber Harvest Plan (THP): A plan for harvesting timber required under the Forest Practices Act. A timber harvest plan is considered the functional equivalent of an environmental impact report.

Traditional Neighborhood Design (TND): An approach to land-use planning and urban design that promotes the building of neighborhoods with a mix of uses and housing types, architectural variety, a central public gathering place, interconnecting streets and alleys, and edges defined by greenbelts or boulevards. The basic goal is integration of the activities of potential residents with work, shopping, recreation, and transit, all within walking distance.

Urban: Areas generally characterized by moderate and higher-density residential development (e.g., three or more dwelling units per acre), commercial development, and industrial development.
Wastewater: Sewage (either treated or untreated) from residential, commercial, industrial, and institutional sources.

Wastewater Collection System: The totality of the pipes, pump stations, manholes, and other facilities that convey untreated wastewater from various sources within the Planning Area.

Water Quality: Chemical purity of water measured in terms of a variety of constituents or parameters (e.g., turbidity, metals concentration, organics concentration, salinity).

Watershed: Similar to a groundwater basin, the area or region from which surface water flows to a particular water body.

Wetlands: Wetlands are ecologically complex habitats that support a variety of both plant and animal life. In a jurisdictional sense, the Federal government defines wetlands in Section 404 of the Clean Water Act as "areas that are inundated or saturated by surface or ground water at a frequency and duration sufficient to support (and do support, under normal circumstances) a prevalence of vegetation typically adapted for life in saturated soil conditions" (33 CFR 328.3 [b] and 40 CFR 230.3).

Under normal circumstances, the Federal definition of wetlands requires that three wetland identification parameters be present: wetland hydrology, hydric soils, and hydrophytic vegetation. Examples of wetlands include freshwater marsh, seasonal wetlands, and vernal pool complexes that have a hydrologic link to other waters of the U.S. The U.S. Army Corps of Engineers is the responsible agency for regulating wetlands under Section 404 of the Clean Water Act, while the Environmental Protection Agency has overall responsibility for the Act. CDFG does not have jurisdiction over wetlands unless they are subject to jurisdiction under Streambed Alteration Agreements (affecting the bed, channel, or bank of a waterway) or they support State-listed endangered species.

Williamson Act: A voluntary program that provides a tax break for farmers who agree to keep their property in agriculture for 10 years or more.

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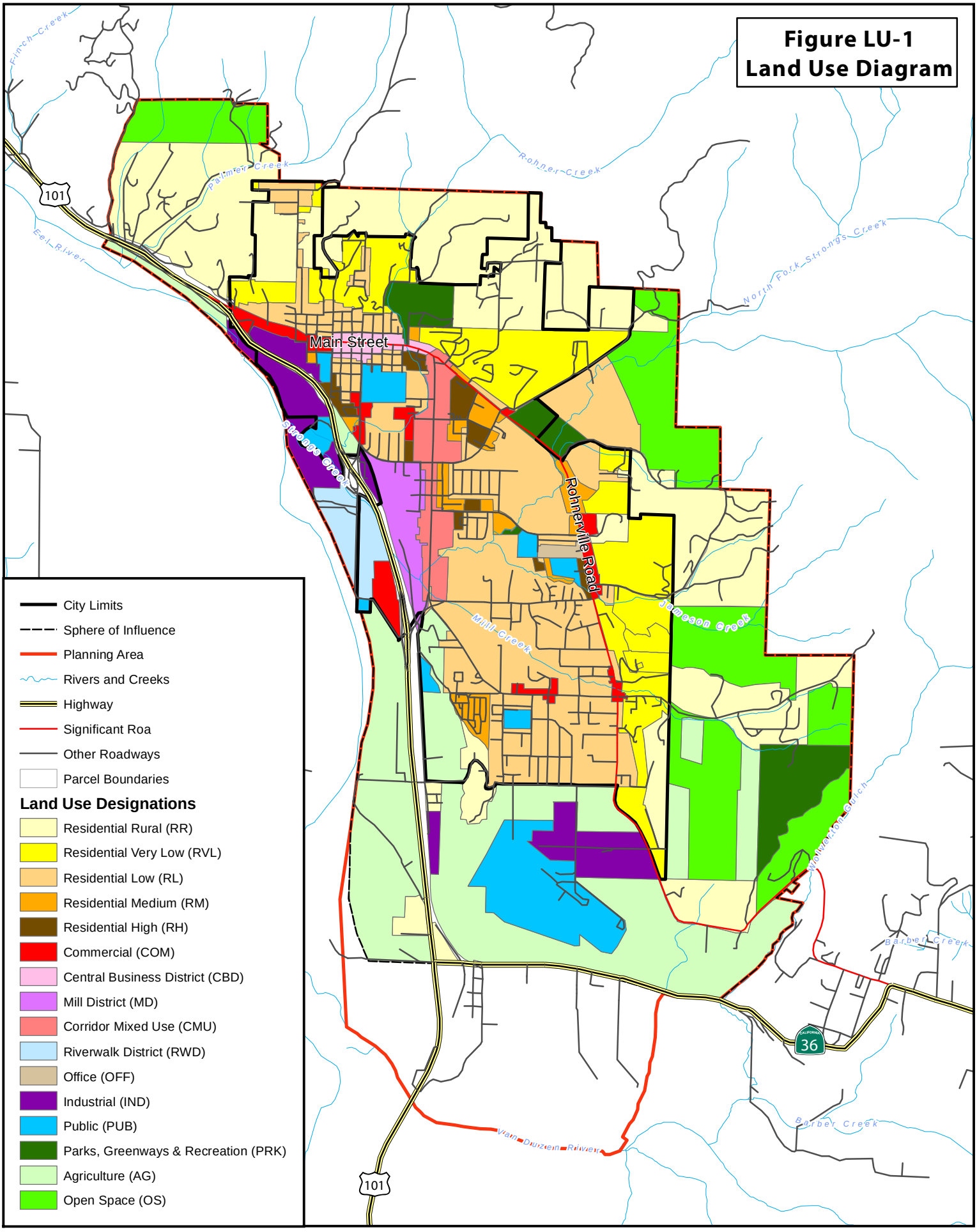


Appendix B: Land Use Diagram

This Appendix contains the 11 x 17” fold-out version of the Land Use Diagram.

A description of land uses is found in Chapter One: **Land Use.**

Figure LU-1
Land Use Diagram



Map Compiled by Planwest Partners
October 28, 2009

0 0.5 1 Miles

PLANWEST PARTNERS, INC.



Appendix C: Implementation Program Matrix

The Matrix will be added to this section once it has been approved by the City Council. The Implementation Matrix is a summary of the Programs listed in this Policy Document along with the year that each programs will be completed. These dates will be based on a priority basis and approved by the City Council annually.