

West End Specific Plan

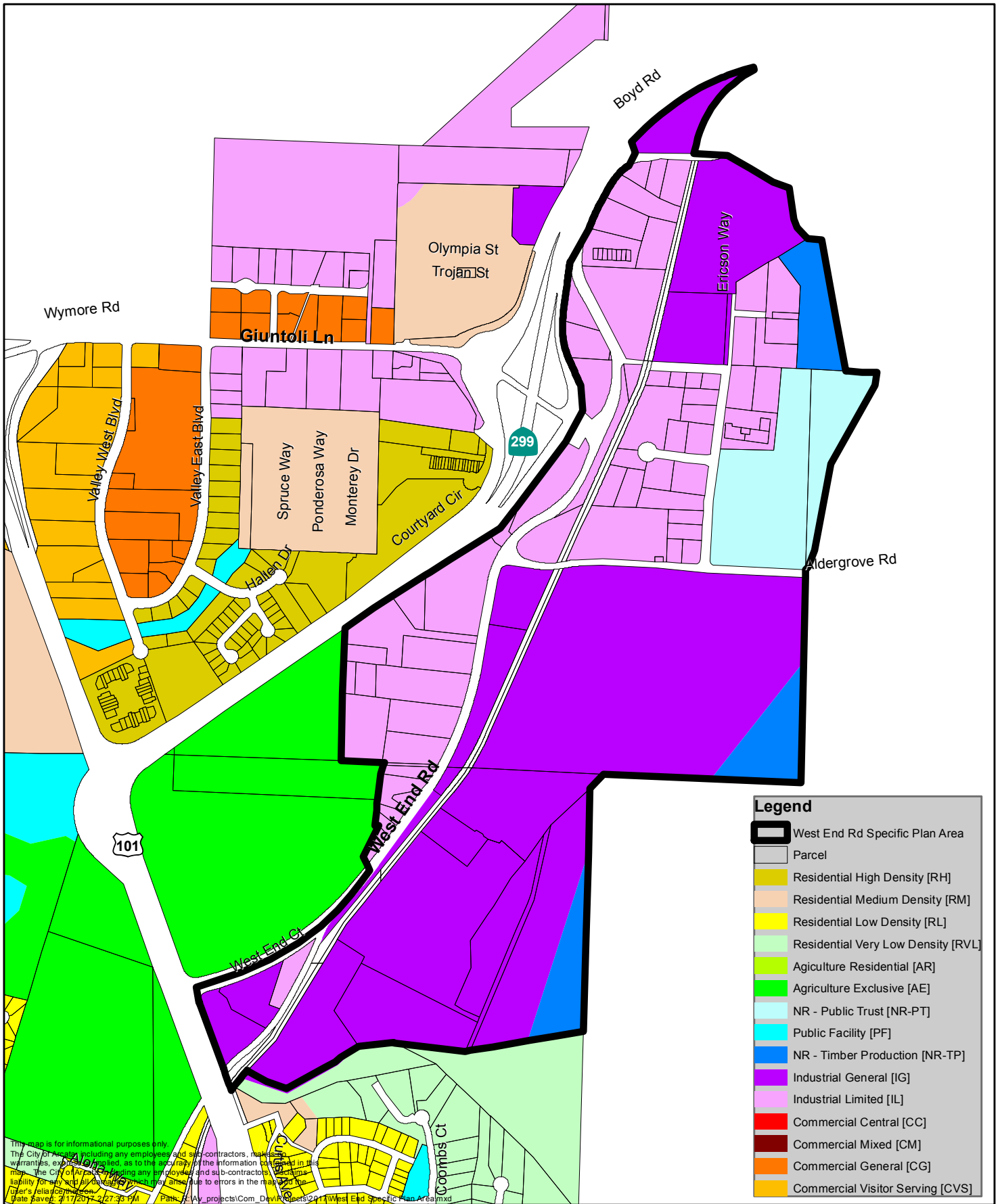
The City was awarded assistance funds for site designs and market studies for the Happy Valley Industrial Park and the Aldergrove Industrial Business Condo projects. The City of Arcata has a robust manufacturing sector accounting for approximately 70% of the manufacturing jobs in the County of Humboldt. Many of these manufacturing jobs were supported by the former redevelopment agency. In particular, the Aldergrove Industrial Park was established in the 1980's to assist the community with infrastructure to support these manufacturing jobs. The Aldergrove Industrial Park is nearly built out and the City is looking for future opportunities with emerging manufacturing industries. The Happy Valley Industrial Park is former wood products processing lands currently vacant. The West End Specific Plan (Plan) combines the two proposed market studies to create a comprehensive planning tool that evaluates future manufacturing opportunities, the barriers for manufacturing growth, and creates the planning framework for the West End / Aldergrove neighborhood.

Several factors highlight the need for a focused economic planning study for Arcata. These factors include the loss of redevelopment agency finance leverage, the limited available parcels in the Aldergrove Industrial Park, state and regional pressures from the emerging medical and recreational cannabis industry, and the potential increase in available industrial lands in the Humboldt Bay region. These factors along with the City's commitment to encourage living wage job growth in the community will be addressed in the proposed Plan.

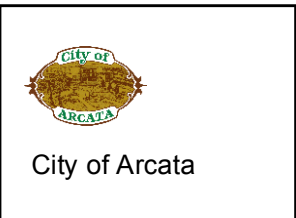
The Plan will update and link several economic development and planning documents such as: the City's *1979 West End Road Industrial Area Master Plan*, the original catalyst for the success in the manufacturing sector; the City's former redevelopment agency's *Arcata Community Development Project Area Implementation Plan: 2010-2014*; the *Economic Development Strategic Plan 2010-2014*; the *Arcata Gateway Project: Valley West*; and the City's General Plan and zoning ordinance. In addition, the Plan will assess opportunities for incorporating connections to local and regional trail systems and opportunities to "front load" key infrastructure needs for the intended users in order to remove entry level barriers to the industrial market. For instance, the Plan will evaluate regional stormwater infrastructure designed to accommodate the needs of future properties in order to reduce costs associated with each individual property developing their own on-site stormwater retention. By developing regional or collective infrastructures, the City can capitalize on the economies of scale and reduce uncertainties associated with developing vacant land.

The City wishes to create a vision for this industrial area that incorporates multi-modal transportation and other amenities for the industrial work force that emulates the core values of our community vision. The specific plan will create a planning tool that outlines the path towards future small manufacturing businesses to grow and invest in our community. The City envisions an industrial neighborhood that not only promotes emerging industries by minimizing barriers to market entry, but also creates a sense of place by including mixed commercial, residential, and public spaces.

Several stakeholder meetings will further define the direction of the Plan. Please contact us if you are interested in participating in a stakeholder meeting - Joe Mateer, City of Arcata – 707-825-2139; jmateer@cityofarcata.org



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February 2017

