



WEST END SPECIFIC PLAN STAKEHOLDER MEETING INVITATION

TO: Industry Stakeholders (Food, Other Services, and Manufacturing Related)

DATE: **Thursday, August 10, 2017**

TIME: **5:30 p.m. – 6:30 p.m.**

LOCATION: City of Arcata Council Chambers – City Hall, 736 F Street, Arcata

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West End Specific Plan Overview

The West End Specific Plan (Plan) will create a planning tool that evaluates future opportunities and barriers for development, and creates the planning framework for the West End / Aldergrove neighborhood. The Plan will assess opportunities to “front load” key infrastructure needs for the intended users in order to facilitate commercial and industrial development. The City wishes to create a vision for this industrial area that incorporates multi-mode transportation, energy, and other amenities for the industrial work force that emulates the core values of our community vision. This will create a specific planning tool that outlines the path towards future businesses to grow and invest in our community.

Information to be presented and discussed:

West End Specific Plan Scope and Schedule

Market Analysis Presentation by Dr. Steve Hackett

- West End/Aldergrove Economic Development History
- Targeted Industries in 2009 Arcata Economic Development Strategic Plan
- Targets of Opportunity in Prosperity! 2012
- New Data and trends
- Tentative Targeted Industries for Happy Valley

What we want to know from you:

- Insights into emerging commercial/industrial trends not reflected in the data
- Space, infrastructure, and other industry needs
- Opportunities/constraints to business development in West End Specific Plan area

The initial targeted stakeholder meetings will be used to help finalize the Market Analysis and will be followed by additional outreach and opportunities to provide input.

