

## Delo Freitas

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**From:** Fhon [REDACTED]  
**Sent:** Monday, August 01, 2022 2:11 PM  
**To:** Sarah Schaefer; Meredith Matthews; Stacy Atkins-Salazar; Brett Watson; Alex Stillman; David Loya; Kimberley White; Julie Vaissade-Elcock; Dan Tangney; Judith Mayer; Christian Figueroa; Scott Davies; John Barstow  
**Subject:** Gateway Project  
**Attachments:** 7-20-22 GPAC-Task Force request.pdf

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Dear Interested Parties,

I am completely in favor of establishing a Gateway Plan Advisory Committee. (See attachment below)

I have submitted my concerns as well as my hopes for the Gateway Project several times both in writing and in person at the Community Center event. In lieu of doing that again, I feel the establishment of a GPAC would go a long way in addressing the concerns and hopes of the entire community. I urge you to consider the establishment of a GPAC.

Sincerely,  
Faye Honorof

## Economic Development Committee

- ~~Interest in making sure~~Add or strengthen policy language to ensure that existing businesses aren't displaced
- ~~Appreciation for the focus on~~Emphasize policies that encourage walkable spaces and alternative transportation
- ~~Interest in supporting~~Include language supporting diverse ownership opportunities including but not limited to: community land trusts, housing CO-Ops, ~~condos and townhomes~~ ~~(opportunities for more diverse ownership)~~
- Leave Creamery District boundary but remove zoning implications. Add to map. What does it mean to remove zoning implications?
- ~~More specific detail about~~Define what constitutes compatible light industrial businesses and provide current GAP examples to clarify
- ~~What does assistance mean?~~Better define what assistance would be available. (Implementation Measure: Imp-GA-3.2) in terms of assistance in finding new Arcata locations, financial assistance in moving/rebuilding, etc. What businesses are being targeted for displacement?
- Clearly define policies relative to allowing existing business to expand is they choose to do so and any limitations placed thereon.
- Add policies in the employment section that encourage businesses to come to the area as part of the plan.
- ~~What include implementation measures that contain specific resources are available from the City for impacted businesses and citizens?~~ Clarify what's meant by "impacted businesses" (ones having to move or compete for parking or getting excluded etc.)
- Parking concerns overall (paid parking) (parking structures beside or under buildings) (parking locations on street behind or beside structures) (required parking per unit, etc.) Must ensure that is sufficient parking provided for both residents, and visitors to and employees of local businesses given rural nature of area and to ensure that parking doesn't infringe on nearby/local residential neighborhoods) Don't presume that students, staff, or residents won't have cars needing to be parked somewhere. 80% of current students are non-local.
- Strengthen policy language that supports increased bus and transit to ameliorate transit issues ~~Bus and transit issues~~
- Add policy language that encourages development of ADA access ~~accessible units in the Gateway Area~~ ability (Policy: Ga-8a)
- ~~What incentives are there for businesses/participants to be part of the plan?~~
- Encourage development or provide incentives for co-work collaborative space/incubator (technology, R&D)
- Provide incentives for (or require a specific percent of) mixed use structures that include first-floor commercial space and attractive storefronts, as well as roof-top gardens and social space for residents.
- Strengthen Arts and Culture ~~policy~~ policies for the area

### Clarifications and Concerns:

- Would like more clarification on how projects will be approved with this Plan
- Would like to hear from renters and populations that will suffer if we don't address the housing need
- Ensure plan reflects national best practice for urban growth and development
- What incentives are there for businesses/participants to be part of the plan?

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Commented [JD1]: We should discuss what language the EDC would like to add here since there was some contradictory discussions.

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Existing Policy	Proposed Modification	Page # (s)
<b>Policy Chapter 1: Land Use</b>		43-46
GA-1a. Maximum and Minimum Residential Density Standards. Except for in designated natural resource and open space areas, permit all land use designations in the Plan Area to allow residential uses. In each of these land use designations, do not establish a maximum residential density standard. Instead, allow residential density to be naturally restricted through other development standards, such as building height and Building Code requirements for minimum unit size. In addition, establish a minimum residential density standard in each of these land use designations, with exceptions established for some use types (such as theaters)		

and some building types (such as historically significant structures and the adaptive reuse of existing buildings).	
<b>GA-1b. Non-residential Uses.</b> Except for in designated natural resource and open space areas, permit all land use designations in the Plan Area to allow mixed uses to complement residential uses. Ensure that all non-residential mixed-use development supports an active and livable neighborhood, with residential, retail, office, and light manufacturing uses thoughtfully blended together to create a cohesive neighborhood that feels complete. Allow flexibility in non-residential uses, with targeted limitations on uses that do not encourage street level human activity, livability, or neighborhood identity. Examples of uses that do not encourage human activity include heavy industrial uses, mini-storage, and outdoor automotive sales.	
<b>GA-1c. Land Use Targets.</b> Aim to achieve a mix of residential and non-residential uses in each land use subarea that supports the full range of services to Gateway Area residents, workforce, and visitors. Estimated long-term targets to balance uses are shown in Table 5.	
<b>GA-1d. Incentivize Projects that Provide Designated Community Amenities.</b> Establish ministerial permitting options and streamlined development processes for projects that provide designated community amenities that contribute to quality of life.	
<b>GA-1e. Form-based Design Standards.</b> Apply form-based design standards that allow high-density, multi-story buildings while simultaneously requiring a vibrant, community-oriented, street-facing built environment designed to fit a "human-centered" scale.	
<b>GA-1f. Relocate Existing Uses that are Incompatible with Plan Vision.</b> Facilitate the relocation of nonconforming uses that are incompatible with the Plan Vision. Target uses that conflict with or otherwise detract from the intended character of the Plan Area by being incompatible with human activity, livability, or neighborhood identity/cohesion. Support relocation of existing uses with affordable housing, large workforce, or high sales-tax.	
<b>GA-1g. Nonconforming Uses, Site Conditions and Structures.</b> Allow existing nonconforming uses, site conditions, and structures to remain unless specifically targeted for relocation in the Zoning Code. When new development occurs, encourage incompatible non-conforming uses to become conforming, and in some cases, require non-conforming uses to relocate as specified in the Zoning Code. Consider offering incentives for some nonconforming uses to either relocate or modify operations or form to become more compatible with the surrounding neighborhood.	
Space for New Policy Proposal:	
<b>Land Use Implementation Programs</b>	
<b>Imp-GA-1.1. Gateway Zoning Code.</b> Adopt a Gateway Zoning Code as a section of the City's Land Use Code to implement the land use policies and other policies of this Plan.	
<b>Policy Chapter 2: Community Benefits and Development Standards</b>	<b>48-51</b>
<b>GA-2a. Base Standards and Bonus Tier Standards.</b> Utilize the tiered incentives system presented in Table 6, Table 7, and Image 2, where projects that provide higher levels of community benefits are permitted greater intensity.	Table 6 could include broader examples of job creation-maker spaces, co-working or other office facilities, light manufacturing, etc. Discussion on construction and workforce needed



<b>GA-2b. By-Right Approval.</b> Allow development projects participating in the community benefits program with by-right approvals when the project conforms to all applicable standards and design guidance.	
<b>GA-2c. Require Residential Uses for Bonus Tiers.</b> To promote housing production, limit participation in community benefits program to projects that include a minimum standard of residential units.	
<b>GA-2d. Choice of Benefits.</b> Allow applicant to select community benefits from a menu of available options. Buildings that exceed four stories must include architectural features amenities.	
<b>GA-2e. Housing Production Emphasis.</b> Ensure that the available community benefits emphasize and support the City's goal of maximizing housing production in the Gateway Area.	
<b>GA-2f. Value of Benefits.</b> Ensure that the additional intensity allowed is appropriately calibrated to the value of the community benefits provided. High-cost benefits should allow for a greater increase in allowed intensity than low-cost benefits.	
Space for New Policy Proposal:	
<b>Community Benefit Implementation Programs</b>	
<b>Imp-GA-2.1. Create Community Benefits Program.</b> Within the Gateway Zoning Code, create a "Community Benefits Program," where projects that provide higher levels of community benefits are permitted greater intensity. Utilize and build upon the tiered incentives system presented above in Table 6, Table 7, and Image 2.	Propose assigning higher "weight" to owner-occupied multi-family development. Create technical assistance program for development projects interested in incorporating this community benefit.
<b>Imp-GA-2.2. Review of Community Benefits Program.</b> Periodically review the community benefit program in the Gateway Zoning Code and assess if revisions are needed to improve program effectiveness.	<a href="#">Consider whether specific community benefits should actually be objective standards, i.e. development requirements, to ensure that Arcata actually realizes those benefits.</a>
<b>Policy Chapter 3: Housing</b>	
52-53	
<b>GA-3a. New Units.</b> Plan for an approximate maximum of 3,500 new residential units in the Gateway Area.	
<b>GA-3b. No Maximum Residential Density.</b> Regulate building bulk and massing through design and community benefit measures; do not directly limit units per acre. Instead, encourage the maximum of dwelling units feasible within the allowed building envelope and allow other standards (e.g. height, setbacks, minimum units sizes) to collectively establish natural limitations on the number of dwelling units that can be developed.	
<b>GA-3c. Minimum Residential Density.</b> Require that all new development provides at least some minimum quantity of housing units by establishing a minimum residential density (number of units per acre). Projects that do not provide the designated minimum residential density will need a use permit demonstrating they support the Gateway Area objectives.	
<b>GA-3d. Range of Unit Sizes.</b> Encourage a range of unit sizes, from micro-units (200 square feet or minimum per building standard) to units with three or more bedrooms.	
<b>GA-3e. Student Housing.</b> Encourage new low-cost housing for students, including single room occupancy housing, group living accommodations, and micro-units.	



<b>GA-3f. Multiple Strategies to Promote Affordability.</b> Employ multiple strategies to promote the creation of affordable housing, including affordable-by-design studios, student housing, deed-restricted affordable housing, single room occupancies, and housing for low-income families.	
<b>GA-3g. Mixed-Tenure.</b> Encourage a mix of both owner-occupied and rental housing.	
<b>GA-3h. Mixed-Income Neighborhoods.</b> Provide for mixed-income neighborhoods with housing options available for all income groups. Housing in a mixed-income neighborhood should include deed-restricted units affordable to very low-income households, small affordable-by-design units, student housing, moderate income owner-occupied condominiums and townhouses, market-rate rental units, median-priced family-sized dwellings, and penthouse units for high-income households.	
<b>GA-3i. Owner-Occupied Affordable Housing.</b> Encourage new home ownership opportunities for lower-income households including through condominium (e.g., deed restricted owner-occupied condominium units and for-sale micro units).	Need to create concrete policies that define “encourage”- higher weight on Community benefits rubric, tech assistance, pre-define opportunities and pathways to development, court the right partnerships (work to define financing, list of existing organizations/firms who can do this work and are interested). This should be the primary priority of Gateway housing development strategies. Opportunities to learn from existing efforts- AEDC? Dishgamu Humboldt? How can we be more equity minded when we create these policies and implementation measures?
<b>GA-3j. Incentivize Residential Density as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide residential densities above established minimums.	
<b>GA-3k. Incentivize Affordable Housing as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide residential densities above established minimums.	
<b>GA-3l. Resident Displacement.</b> Support the re-housing of existing residents displaced by the redevelopment of properties containing existing dwelling units.	
Space for New Policy Proposal:	
<b>Housing Implementation Programs</b>	
<b>Imp-GA-3.1. Housing Monitoring.</b> Monitor the size, type, and affordability of new housing proposed, approved, and developed in the Gateway Area. Revise policies and programs in the Gateway Area Plan and implementing or revise development regulations as needed to achieve the Plan housing goals. Monitoring will be completed in conjunction with the City’s annual Housing Element Annual Performance Report.	

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<p><b>Imp-GA-3.2. Resident Relocation Assistance.</b> Establish a program to require developers to assist with the re-housing of low-income residents <a href="#">or existing business renters</a> displaced from their housing as a result of a redevelopment project.</p>	
<p align="center"><b>Policy Chapter 4: Employment</b></p>	
<p><b>GA-4a. Type of Non-Residential Uses.</b> Allow employment-focused uses (e.g., professional office, Research &amp; Development facilities) as well as resident-serving commercial uses.</p>	<p align="right">Page 54</p>
<p><b>GA-4b. Incentivize Designated Forms of Retail Spaces and Job Creation Uses as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide designated community-desired forms of retail spaces and job-creating uses, such as outdoor dining, roof-top dining, and job-generating uses compatible with the Plan vision.</p>	<p>Tech and other digital careers should be encouraged via co work spaces and incubators etc as suggested in GA-4a. Emphasis on retail seems misplaced.</p>
<p><b>GA-4c. Amount of Non-Residential Uses.</b> Aim to achieve new non-residential development in the Plan Area in the amounts shown in Table 5 (Land Use Mix).</p>	
<p>Space for New Policy Proposal:</p>	
<p align="center"><b>Policy Chapter 5: Arts and Culture</b></p>	
<p><b>GA-5a. Arts and Entertainment Uses.</b> Encourage arts and entertainment uses to enhance the vitality of the Gateway District and promote the arts in Arcata and the broader region. Incentivize the creation of arts and entertainments uses by making them principally-permitted (by-right).</p>	
<p><b>GA-5b. Incentivize the Arts as Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide amenities that supports the arts, such as murals on building exteriors, art installations in public-facing locations, and outdoor pedestals for sculptures.</p>	
<p><b>GA-5c. Incentivize Artist Housing as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide various forms of artist housing, including live/work units and deed restricted low-income housing units dedicated to artists and/or with amenities to attract artists.</p>	
<p><b>GA-5d. Outdoor Spaces.</b> Encourage larger-scale development to provide public outdoor spaces that can incorporate informal artistic and cultural activities open to the public and integrated with or connected to public space.</p>	
<p><b>GA-5e. Temporary Events.</b> Support formal and informal temporary artistic and cultural events.</p>	
<p><b>GA-5f. Adaptive Reuse for the Arts.</b> Support the adaptive reuse of existing buildings for artistic purposes.</p>	
<p><b>GA-5g. Public Art.</b> Through the Gateway Area community benefit program, encourage new development to incorporate public art that both is creative and reflects the Creamery District identity and history, and speaks to the goals and intent of the Arcata Strategic Arts Plan (Arts Plan). Specifically encourage development of public art that uplifts and support BIPOC artists and narratives as described in the Arts Plan.</p>	
<p>Space for New Policy Proposal:</p>	

<b>Policy Chapter 6: Open Space and Conservation</b>	
Page 56-62	
GA-6a. <b>Open Space Concept.</b> Provide for an integrated network for publicly accessible open space, including a new park site, consistent with the concept shown in Figure 7 and Table 8.	
GA-6b. <b>Diversity of Open Space Types.</b> Provide for a range of open space types, including urban plazas, pocket parks, linear parks adjacent to creeks, natural open spaces.	
GA-6c. <b>Range of Activities.</b> Accommodate within open spaces a range of activities for all ages and abilities including sitting, walking, gathering, gardening, play and contemplation.	
GA-6d. <b>Design Quality.</b> Ensure that accessible open spaces are visually inviting, safe and interesting.	
GA-6e. <b>Privately-owned Publicly Accessible Open Spaces.</b> Establish a series of privately-owned publicly accessible open spaces in the central area shown in Figure X. Ensure that these spaces are: a. Linked together by safe and convenient bike/pedestrian facilities; b. Visible, accessible, and activated by ground floor uses including retail stores and restaurants; and c. Coordinated so that a variety of spaces are provided (courtyards, tot lot, a sculpture garden).	
GA-6a. <b>Linear Park with Daylighted Creek.</b> Establish a linear park with recreational amenities adjacent to daylighted and restored segments of the Jolly Giant Creek.	
GA-6b. <b>Bike/ped Connections.</b> Establish new off-street bike/ped connections to connect open spaces and activity centers in the Gateway area. Enhance connections between the Plan Area and parks and open space destinations near to the Plan Area, such as Arcata Plaza, Shay Park, and Arcata Marsh.	
GA-6c. <b>Public Plaza in Southwest Industrial Area.</b> Establish a new public plaza in the Barrel District that provides formal public space within the Barrel District that is more than just a green area but that is also entirely distinctive from the existing Arcata Plaza.	Clarify how this is distinct and different than the “plaza”. Potentially change language from plaza to something more broad or clarify this.
GA-6d. <b>Enhanced Rail-Trail.</b> Could include new recreational amenities within and adjacent to the rail-trail.	
GA-6e. <b>Vacant/Underutilized Land Development.</b> Allow for the development of existing vacant and underutilized properties with low natural resource value as a strategy to permanently protect high resource value open space and provide high-quality open space amenities for residents.	
GA-6f. <b>Wetland Areas.</b> Maintain a no net loss standard but allow for passive recreational uses within and around wetland area in southwestern Gateway Area. Provide for bicycle and pedestrian connections to this area from other Plan Area locations. Enhance and restore wetland functions where feasible. Use mitigation and restoration together to consolidate scattered low-quality wetlands into larger higher quality wetland complexes.	
GA-6g. <b>Jolly Giant Creek.</b> Require the restoration and enhancement of the Jolly Giant Creek north of 11th Street. Encourage the daylighting of creek segments south of 11th Street as part of new development projects.	

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GA-6h. <b>Incentivize Privately-Owned Open Spaces as a Community Amenity.</b> Utilize the community benefit program to incentivize the creation of new privately-owned, publicly-accessible open spaces in the Plan Area.	
Space for New Policy Proposal:	
Open Space Implementation Programs	
Imp-GA-6.1. <b>Parkland Dedications and Fees.</b> Require residential development projects to dedicate land and/or pay fees for publicly-accessible open space within the Plan Area consistent with the Quimby Act, Land Use Code Section 9.86.030 (Park Land Dedication and Fees).	
Imp-GA-6.2. <b>Open Space Concept Diagram Revisions.</b> As open space is provided, revise the conceptual open space diagram shown in Figure 7 to accurately reflect built conditions and ensure that subsequent open space provided is consistent with the Plan vision.	
Policy Chapter 7: Mobility	
GA-7a. <b>Plan the Circulation System to Accommodate Planned Growth.</b> In planning for improvements to the overall circulation system, design the system to accommodate the planned amount of growth outlined in other policies. Ensure the circulation system supports increased demands for all forms of mobility – vehicles, trucks, transit, bicycles, and pedestrians.	Pages 63-91
GA-7b. <b>Design Mobility System per Plan Figures.</b> Design and construct the mobility and circulation system of the Plan Area per Figure 8 and Figure 9 and the Cross Section and Intersection Design Concepts above, as well as in accordance with the Open Space, Streetscape, and Site Development sections of this Area Plan. In the engineering design stage of implementing the above cited Figures/Concepts, allow for deviations and alterations such as: a. Throughout the entire Plan Area, sidewalk widths may increase beyond six feet, especially on the north sides of east-west streets where expanded sidewalks on the sunny side of the street would allow welcomed outdoor seating. Adjusting sidewalk widths will necessitate adjustments to the dimensions of other features, such as drive lanes, parking lanes, bike lanes, etc. On-street parking lanes may need to be eliminated. b. Throughout the entire Plan Area, on-street parking angles may be adjusted as need to be either parallel, perpendicular, angled-in, or reversed angled-in. Adjusting parking angles may necessitate adjustments to the dimensions of other features, such as sidewalks, drive lanes, bike lanes, etc. c. Throughout the entire Plan Area, the presence of on-street parking may be eliminated in favor of adding or enhancing non-motorized facilities, such as sidewalks, bike lanes, landscaping, Class I trails, etc. d. Outside of City rights-of-way, the alignments and widths of Class I trails (i.e. separated shared use paths) may need to be adjusted based on environmental constraints, community needs, the availability of right-of-way, and other factors.	

<p>e. Throughout the entire Plan Area, Class II bicycle facilities (i.e. standard bike lanes) may be converted to Class IV bicycle facilities (i.e. protected bike lanes), which may necessitate adjustments to the dimensions of other features.</p> <p>f. Throughout the entire Plan Area, the widths, locations, styles, and details of various features may deviate from the cited map Figures at the time of final design based upon available traffic data, design context, and the latest guidelines provided by Caltrans, FHWA, AASHTO, NACTO, and other reliable sources. Features that are likely to require deviations include pavement markings, pavement color, pedestrian bump-outs, turn lanes, traffic control features, landscaping, and similar components.</p> <p>g. The junction of 13th Street, K Street, L Street, and Alliance Ave may require an alternate design depending upon right-of-way acquisition, available traffic data, design context, and the latest guidelines provided by Caltrans, FHWA, AASHTO, NACTO, and other reliable sources.</p> <p>h. New roadway connections where none currently exist (such as the far west end of 6th Street connecting K Street to the L Street right-of-way) may be designed and constructed as either new vehicular roadways, pedestrian-only thoroughfares, or bicycle/pedestrian facilities that allow restricted vehicular traffic. The City Engineer will determine which type of facility to design and install based on available traffic data, existing environmental constraints, community interests, right-of-way availability, and other engineering factors.</p> <p>i. The trail within the Q Street right-of-way south of 10th Street may eventually need to be converted into a full vehicular roadway with a cross-section similar to other two-way roads proposed within the Plan Area.</p>	
<p><b>GA-7c. Balanced Transportation System.</b> Create and maintain a balanced transportation system with choice of bus transit, bicycle, and pedestrian as well as private automobile modes. Reduce the percentage of trips that are made by automobile and provide the opportunity and facilities to divert trips from automobiles to other modes.</p>	
<p><b>GA-7d. Plan for Enhanced Transit Lines and Stops.</b> As growth occurs in the Plan Area, work with relevant transit agencies to plan for enhanced transit lines and new transit stops in order to accommodate the new growth.</p>	
<p><b>GA-7e. Consider Non-motorized Campus Layouts.</b> For areas that have incomplete block patterns and/or are currently lacking in vehicular roadways (such as the Barrel District), consider providing limited to no new facilities for motorized vehicles. Instead, consider creating a campus layout with vehicular access on the perimeter and robust non-motorized facilities throughout the interior. Plan for the infrastructure that would be required for these areas to serve as key park and ride/transit hubs. Where new vehicular roadways are constructed within currently roadless areas (such as the Barrel District), provide for a wide right-of-way whose cross section includes ample on-street parking, narrow vehicle lanes, bike lanes, sidewalks in excess of six feet, street trees, and enhanced pedestrian crossings at least every 300 feet.</p>	
<p><b>GA-7f. Barrel District Master Plan.</b> For the Barrel District, require property owners to develop a Master Plan for a high density walkable mixed-use residential campus with minimal vehicular infrastructure and overall site design that supports a pedestrian-friendly public realm. Require that the Master Plan includes plans for a circulation system that is generally consistent with Figure 8 and Figure 9 and in accordance with the Open Space, Streetscape, and Site Development sections of this Area Plan. Allow the Master Plan to relocate the proposed</p>	

circulation facilities within the Barrel District as long as the ultimate design honors the basic theme and overall design parameters consistent with the Policies herein. Require that new vehicular roadways provide for a wide right-of-way whose cross section includes ample on-street parking, narrow vehicle lanes, bike lanes, sidewalks in excess of six feet, street trees, and enhanced pedestrian crossings at least every 300 feet.	
<b>GA-7g. Finish Incomplete Blocks with Active Transportation Infrastructure.</b> Where the urban grid pattern is interrupted or incomplete, evaluate opportunities to continue the circulation block patterns with new connections that consist of entirely non-vehicular active transportation facilities.	
<p><b>GA-7h. Mobility Infrastructure that Supports Car-free Lifestyle.</b> Plan and implement the mobility and circulation infrastructure of the Plan Area to support a car-free lifestyle, reduce greenhouse gas emissions, and minimize vehicle miles traveled, including:</p> <p>a. Safe and Attractive Pedestrian Facilities. Connect the Plan Area to the Downtown/Plaza core with safe and attractive pedestrian friendly walking routes that incorporate art and street lighting.</p> <p>b. Shorten Pedestrian Crossing Distances. Shorten distances for pedestrian crossings along K Street and 11<sup>th</sup> Street to improve overall walkability in the Plan Area. Evaluate other roadways within the Plan Area that warrant shortened pedestrian crossings.</p> <p>c. Curb Extensions in All New Roadways. In all newly created roadways, incorporate curb extensions (“bumpouts”) to increase pedestrian visibility and safety at crosswalks, calm traffic speeds, and provide space for rain gardens, tree planting, street furnishings, and other amenities.</p> <p>d. Widened Sidewalks. Explore sidewalk widening strategies that include land dedication or easements to create unobstructed accessible pedestrian pathways.</p> <p>e. Intra-City Non-motorized Connectivity. Reduce vehicle trips from other parts of the City by creating pedestrian and bicycle-friendly corridors that draw residents and visitors to enter the Plan Area via means other than motorized vehicles. Fulfill the potential of the existing and planned Class I trails by planning for expanded perpendicular connections that will draw bikes/peds from beyond the Plan Area.</p>	
<b>GA-7i. No Net Loss of Class I Trail System.</b> Retain the current total linear feet of Class I trails within the Plan Area, even if current facilities must be realigned or relocated to other routes within the Plan Area. For instance, if implementing the realigned roadway network shown in Figure 8 and Figure 9 impacts the existing Class I Rail-to-Trail facility within the L Street right-of-way, then design and construct a new Class I trail in another location within the Plan Area.	
<b>GA-7j. Incentivize Active and Alternative Transportation as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide on-site active and alternative transportation amenities, such as electric vehicle charging stations, employee showers, on-site bike parking, bus passes for residents, dedication of parcel frontage to transportation uses, and related amenities that stimulate non-motorized and zero-carbon transportation options.	
<b>GA-7k. Incentivize Dedication of Parcel Frontage as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that dedicate parcel frontage for the creation of	



expanded right-of-way for the purposes of additional pedestrian facilities, off-street parking, open space, and/or other designated enhancements to the public realm.	
<b>GA-7l. Parking Standards.</b> Do not require off-street parking as a development standard in most cases. Discourage large volumes of off-street parking and instead support more valuable land uses and streetscapes that prioritizes human activity and movement. Encourage and incentivize the dedication of parcel frontage on block-long development projects that can be dedicated to additional on-street parking.	
<b>GA-7m. Parking Lot Locations.</b> Disallow the placement of parking lots along street frontages in the interest of maintaining continuous building frontages along the primary commercial streets and improving walkability. Parking lots and structures must be located behind buildings, or otherwise located subordinate and obscured by design features.	
<b>GA-7n. Minimize Vehicle Trips via Land Use.</b> Adopt and maintain zoning regulations that allow for a mix of land uses in order to reduce vehicle trips and the overall need for automobile use.	
Space for New Policy Proposal:	
<b>Mobility Implementation Programs</b>	
<b>Imp-GA-7.1. State and Federal Transportation Grants.</b> Actively track and pursue transportation infrastructure grants for the planning, design, permitting, and construction of the mobility improvements presented in this section. Identify, develop, and prioritize transportation projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved circulation system facilities.	
<b>Imp-GA-7.2. Circulation Projects in Capital Improvement Program.</b> Generate a list of circulation construction projects that will be required to implement this plan and then add those projects to the City's Capital Improvement Plan.	
<b>Imp-GA-7.3. Fair Share Contribution for New Development.</b> Evaluate options and then adopt a program in which new development is responsible for constructing, dedicating, and/or paying a predetermined fair share contribution for any circulation system upgrades necessary to serve the development.	
<b>Policy Chapter 8: Streetscape</b>	
Pages 92-93	
<b>GA-8a. Pedestrian Priority.</b> Ensure that streetscape design and improvements prioritize pedestrian circulation that promote walkability and support a car-free lifestyle and accessibility for all ambulatory modes.	
<b>GA-8b. Improvements Required.</b> Require new development to provide streetscape improvements consistent with the Gateway Area Plan and Gateway Zoning Code.	
<b>GA-8c. Sidewalk Zones – Core Area/Pedestrian Oriented Frontage.</b> Along pedestrian-oriented frontages, provide sufficiently wide sidewalks to accommodate outdoor seating, business display areas, and sidewalk sales. Except in unusual circumstances approved by the City Engineer, sidewalks shall be no less than 6 feet wide. Where viable, the City should strive for sidewalks eight feet or greater in width.	

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<b>GA-8d. Sidewalk Dining.</b> Encourage sidewalk dining for restaurants and cafes along commercial and mixed-use street frontages. Areas planned for sidewalk dining may require wider sidewalks including privately-owned public spaces.	
<b>GA-8e. Street Trees.</b> Install street trees consistent with the standard for the applicable street typology as identified in Chapter 8 (Mobility).	
<b>GA-8f. Street Tree Selection.</b> Street tree species shall be consistent along each street. However, different species may be used at intersections to create special character. Tree species shall be selected from a City tree master list or in consultation with the City.	
<b>GA-8g. Street Furniture.</b> Provide for consistent bicycle racks, seating, and trash receptacles integrated within the right-of-way and consistent and appropriate to the Plan Area character.	
<b>GA-8h. Green Infrastructure.</b> Integrate green stormwater infrastructure into streets and public spaces to create attractive public areas while also capturing and treating runoff to meet water quality requirements.	
<b>GA-8i. Utility Screening.</b> Minimize visual impacts from utility boxes, utility meters, backflow preventers, and other similar devices. Utility devices must be underground or located to the side or rear of buildings and screened from public view by landscaping. Exceptions may be granted through a discretionary review process.	
<b>GA-8j. Lighting.</b> Provide pedestrian-scaled street lighting enhance public safety, encourage evening use of outdoor spaces, and enhance the visual quality of the public realm. Utilize “CPTED” (Crime Prevention through Environmental Design) guidance as applicable to ensure lighting achieves outlined goals of increasing pedestrian safety.	
Space for New Policy Proposal:	
<b>Policy Chapter 9: Design and Architectural Standards</b>	
	Pages 94-98
<b>Basic Principles</b>	
<b>GA-9a. Enhanced Architectural Features and Exterior Designs as Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide enhanced architectural designs beyond those required.	
<b>GA-9b. Sustainable and Green Buildings as a Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide designated levels of sustainable and green building features.	<a href="#">Consider that these should be building requirements/objective standards rather than amenities such as effective insulation openable windows rooftop solar and greenspace electrical appliances/heating etc.</a>
<b>GA-9c. Human-Scaled and Pedestrian-Friendly.</b> Ensure that new development is human-scaled and supports a pedestrian-friendly public realm.	
<b>GA-9d. Design Diversity.</b> Allow for and encourage complementary diversity in building forms and creativity in project design as long as projects support a pedestrian-friendly environment and other Plan goals.	
<b>GA-9e. Cohesive Identity.</b> Ensure new development design includes recognizable design themes and a distinctive sense of place.	
<b>Block Length and Layout</b>	

<b>GA-9f. Block Length.</b> Where existing streets are extended or new streets established, aim to keep the length of new blocks to no more than 300 feet.	
<b>GA-9g. Block Layout.</b> When establishing new streets and extending existing streets, connect to the existing block layout and complete grid system in a manner that also protects and enhances natural resources.	
<b>GA-9h. Mid-Block Passageways.</b> For blocks longer than 300 feet, provide for passageways mid-block through new development for convenient bike/ped through access. Passageway shall be an integral part of a project and be configured to provide safe access to rear parking lots, commercial storefronts, restaurants, and mid-block pathways.	
<b>Building Placement/Setbacks</b>	
<b>GA-9i. Building Placement.</b> Locate building at or close to the sidewalk to support a pedestrian-friendly public realm.	
<b>GA-9j. Public to Private Realm Transitions.</b> Provide for sensitive transition from the public realm (sidewalk) to the private realm (residences).	
<b>GA-9k. Use of Setback Areas.</b> Encourage outdoor dining, publicly-accessible courtyards, window-shopping areas, and other pedestrian-friendly uses in spaces between building walls and the sidewalks.	
<b>GA-9l. Custom Standards Along Designated Streets.</b> Plan for custom use, development, and design standards along designated streets with the objective of generating a more welcoming and vibrant "gateway" into the City.	
<b>Building Entries and Orientation</b>	
<b>GA-9m. Main Building Entrances.</b> Require main building entries to be visually prominent and oriented to a public street or pathway.	
<b>GA-9n. Pedestrian Connections.</b> Require pedestrian walk paths to connect entrances directly to a public sidewalk.	
<b>Bulk and Massing</b>	
<b>GA-9o. Human-Scale Massing.</b> Provide for human-scale and pedestrian-friendly building massing where large buildings are broken into smaller volumes that fit into the surrounding neighborhood.	
<b>GA-9p. Transitions to Lower Intensity Uses.</b> Require buildings to incorporate massing strategies to minimize impacts on adjacent single-family homes.	
<b>Vehicle Access and Parking</b>	
<b>GA-9q. Pedestrian-Friendly Design.</b> Require parking location and design to not detract from pedestrian-friendly streetscapes, walkable neighborhoods, and active and inviting mixed-use districts. Locate parking facilities away from building frontages in the rear of the lot when feasible.	
<b>GA-9r. Minimize Visual Dominance.</b> Screen parking facilities for limited visibility from the street frontage with landscaping, art, or other visually appealing methods.	
<b>GA-9s. Car-Free Lifestyle.</b> Minimize vehicle parking requirements and maximize walk, bike, and transit infrastructure.	<a href="#">Ensure sufficient parking to accommodate proposed residents and visitors to area businesses. Set minimum parking standards per unit or set of units.</a>
<b>Façade and Roof Design</b>	



GA-9t. <b>Varied and interesting Facades.</b> Create street-facing building facades that are varied and interesting with human-scale design details.	
GA-9u. <b>Articulation.</b> Incorporate architectural elements that reduce the box-like appearance and perceived mass of buildings.	
GA-9v. <b>360-Degree Design.</b> Provide for buildings designed as a unified whole with architectural integrity on all sides of the structure.	
GA-9w. <b>Quality Materials.</b> Ensure quality materials that maintain their appearance over time.	
GA-9x. <b>Design Details.</b> Promote design details and materials compatible with the existing neighborhood character.	
GA-9y. <b>Incentivize Enhanced Architectural and Exterior Design as Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide enhanced architectural and exterior designs that go beyond base standards.	
Space for New Policy Proposal:	
<b>Policy Chapter 10: Historic Resources</b>	
	Pages 99-101
GA-10a. <b>Local Historic Landmarks.</b> Encourage the preservation, rehabilitation, and adaptive reuse of designated local historic landmarks as identified in Table 9. Allow for additions and new buildings on properties containing designated historic landmarks when the addition or new building protects the historic integrity of the property and its environment, in adherence with the Secretary of the Interior's Standards for Rehabilitation of Historic Structures).	
GA-10b. <b>Potentially Historic Structures.</b> Encourage the preservation, rehabilitation, and adaptive reuse of potentially historic structures as identified in Table 9. Allow for additions and new buildings on properties containing designated landmarks when the addition or new building protects the historic integrity of the property and its environment in adherence with the Secretary of the Interior's Standards for Rehabilitation of Historic Structures.).	
GA-10c. <b>Creamery Building.</b> Allow by-right approval of a development project on the Creamery Building property that meets the following requirement as determined by the Community Development Director: the project is eligible for by-right approval as specified in the Gateway Zoning Code.	
GA-10a. <b>Design Review Required.</b> Except as allowed by Policy GA-10c (Creamery Building), continue to require Planning Commission Design Review consistent with Municipal Code Chapter 9.53 (Historic Resource Preservation) for the exterior modification, demolition, or relocation of a historic resource identified in Table 9. Such projects are not eligible for streamlined by-right approval. As noted in Table 9, "Noteworthy Structures" and "Buildings Constructed within the Period of Significance," alterations to which require Design Review, are limited to the historic resources identified in Table 9.	
GA-10b. <b>Neighborhood Conservation Area.</b> If a project is eligible for streamlined by-right approval and is located in the portion of the Central Neighborhood Conservation Area that extends into the Gateway Plan Area as shown in Figure 11, require Design Review only for projects on properties that contain a historic resource as identified in Table 9. This policy, and	

its implementing legislation, shall supersede policies elsewhere in the General Plan and Zoning Code.	
Space for New Policy Proposal:	
<b>Policy Chapter 11: Infrastructure and Services</b>	
	Pages 102-103
<b>GA-11a. Plan Utility Infrastructure to Accommodate Envisioned Growth.</b> In planning for improvements to the overall utility infrastructure, design the systems to accommodate the planned amount of growth outlined in other policies.	
<b>GA-11b. Add Utility Infrastructure System Improvements to City's Capital Improvement Plan.</b> Generate a list of utility infrastructure projects that will be required to implement this plan and then add those projects to the City's Capital Improvement Plan.	
<b>GA-11c. Enhanced Infrastructure Finance District.</b> Work with the County to explore the formation of an EIFD to fund infrastructure and housing projects within the Plan Area.	
<b>GA-11d. University Contributions to Infrastructure Costs.</b> Given that the City is planning for substantial residential growth in the Plan Area in part to accommodate the planned growth of Humboldt State University, work with the University to explore ways in which the University can contribute to the infrastructure costs associated with the planned growth.	
<b>GA-11e. Multi-Modal System Improvements Funding.</b> Identify, develop, and prioritize utility infrastructure projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved circulation system facilities.	
<b>GA-11f. Align Utility Infrastructure within Circulation System.</b> To the degree possible, locate new utility infrastructure within existing and planned circulation system rights-of-way.	
<b>GA-11g. Green Infrastructure.</b> Continue to encourage the use of green infrastructure that promotes efficient water use and reduced water demand by requiring water-conserving design and equipment in new construction and encouraging the retrofitting of existing development with water-conserving devices.	
<b>GA-11h. Natural Drainage.</b> Encourage and maintain the use of natural stormwater drainage systems in a manner that preserves and enhances natural features while also allowing for maximum water reclamation and reuse.	
<b>GA-11i. Recreation Opportunities.</b> Continue to consider recreational opportunities and aesthetics in the design of stormwater/retention and conveyance facilities.	
<b>GA-11j. Low Impact Design.</b> Encourage and incentivize opportunities to incorporate Low Impact Development in both new construction and remodeling/renovation of existing structures and sites.	
<b>GA-11k. Incentivize Energy Efficiency and Electrification as Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that exceed Title 24 energy efficiency requirements and all new construction to be electric only, with limited commercial cooking exceptions.	<a href="#">Require energy efficiency and electrification as objective standards.</a>
<b>GA-11l. Utility Undergrounding.</b> Existing above-ground and new utilities shall be placed underground as feasible as determined by the City Engineer.	
Space for New Policy Proposal:	





## Economic Development Committee

- ~~Interest in making sure~~ Add or strengthen policy language to ensure that existing businesses aren't displaced
- ~~Appreciation for the focus on~~ Emphasize policies that encourage walkable spaces and alternative transportation
- ~~Interest in supporting~~ include language supporting diverse ownership opportunities including but not limited to: community land trusts, housing CO-Ops, condos and townhomes ~~(opportunities for more diverse ownership)~~
- Leave Creamery District boundary but remove zoning implications. Add to map. What does it mean to remove zoning implications?
- ~~More specific detail about~~ Define what constitutes compatible light industrial businesses and provide current GAP examples to clarify
- What does assistance mean? Better define what assistance would be available. (Implementation Measure: Imp-GA-3.2) in terms of assistance in finding new Arcata locations, financial assistance in moving/rebuilding, etc. What businesses are being targeted for displacement?
- Clearly define policies relative to allowing existing business to expand is they choose to do so and any limitations placed thereon.
- Add policies in the employment section that encourage businesses to come to the area as part of the plan.
- ~~What include implementation measures that contain specific resources are available from the City for impacted businesses and citizens?~~ Clarify what's meant by "impacted businesses" (ones having to move or compete for parking or getting excluded etc.)
- Parking concerns overall (paid parking) (parking structures beside or under buildings) (parking locations on street behind or beside structures) (required parking per unit, etc.) Must ensure that is sufficient parking provided for both residents, and visitors to and employees of local businesses given rural nature of area and to ensure that parking doesn't infringe on nearby/local residential neighborhoods) Don't presume that students, staff, or residents won't have cars needing to be parked somewhere. 80% of current students are non-local.
- Strengthen policy language that supports increased bus and transit to ameliorate transit issues ~~Bus and transit issues~~
- Add policy language that encourages development of ADA access accessible units in the Gateway Area ~~ability~~ (Policy: Ga-8a)
- ~~What incentives are there for businesses/participants to be part of the plan?~~
- Encourage development or provide incentives for co-work collaborative space/incubator (technology, R&D)
- Provide incentives for (or require a specific percentage of) mixed use structures that include first-floor commercial space and attractive storefronts, as well as roof-top gardens and social space for residents.
- Strengthen Arts and Culture ~~policy~~ policies for the area

### Clarifications and Concerns:

- Would like more clarification on how projects will be approved with this Plan
- Would like to hear from renters and populations that will suffer if we don't address the housing need
- Ensure plan reflects national best practice for urban growth and development
- What incentives are there for businesses/participants to be part of the plan?

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Commented [JD1]: We should discuss what language the EDC would like to add here since there was some contradictory discussions.

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Existing Policy	Proposed Modification	Page # (s)
<b>Policy Chapter 1: Land Use</b>		43-46
<b>GA-1a. Maximum and Minimum Residential Density Standards.</b> Except for in designated natural resource and open space areas, permit all land use designations in the Plan Area to allow residential uses. In each of these land use designations, do not establish a maximum residential density standard. Instead, allow residential density to be naturally restricted through other development standards, such as building height and Building Code requirements for minimum unit size. In addition, establish a minimum residential density standard in each of these land use designations, with exceptions established for some use types (such as theaters) and some building types (such as historically significant structures and the adaptive reuse of		

existing buildings).	
<b>GA-1b. Non-residential Uses.</b> Except for in designated natural resource and open space areas, permit all land use designations in the Plan Area to allow mixed uses to complement residential uses. Ensure that all non-residential mixed-use development supports an active and livable neighborhood, with residential, retail, office, and light manufacturing uses thoughtfully blended together to create a cohesive neighborhood that feels complete. Allow flexibility in non-residential uses, with targeted limitations on uses that do not encourage street level human activity, livability, or neighborhood identity. Examples of uses that do not encourage human activity include heavy industrial uses, mini-storage, and outdoor automotive sales.	<i><u>Require all high density residential buildings, particularly those with very small units, to have storage space available to occupants within the building particularly if mini-storage is going to be eliminated from Gateway area, as well as bike storage.</u></i>
<b>GA-1c. Land Use Targets.</b> Aim to achieve a mix of residential and non-residential uses in each land use subarea that supports the full range of services to Gateway Area residents, workforce, and visitors. Estimated long-term targets to balance uses are shown in Table 5.	
<b>GA-1d. Incentivize Projects that Provide Designated Community Amenities.</b> Establish ministerial permitting options and streamlined development processes for projects that provide designated community amenities that contribute to quality of life.	<i><u>Some community amenities are not necessarily amenities and should be explicit code requirements. Examine which is which.</u></i>
<b>GA-1e. Form-based Design Standards.</b> Apply form-based design standards that allow high-density, multi-story buildings while simultaneously requiring a vibrant, community-oriented, street-facing built environment designed to fit a "human-centered" scale.	
<b>GA-1f. Relocate Existing Uses that are Incompatible with Plan Vision.</b> Facilitate the relocation of nonconforming uses that are incompatible with the Plan Vision. Target uses that conflict with or otherwise detract from the intended character of the Plan Area by being incompatible with human activity, livability, or neighborhood identity/cohesion. Support relocation of existing uses with affordable housing, large workforce, or high sales-tax.	<i><u>Make explicit those existing uses that are deemed incompatible, and where they can possibly be relocated so as not to eliminate existing businesses from Arcata.</u></i>
<b>GA-1g. Nonconforming Uses, Site Conditions and Structures.</b> Allow existing nonconforming uses, site conditions, and structures to remain unless specifically targeted for relocation in the Zoning Code. When new development occurs, encourage incompatible non-conforming uses to become conforming, and in some cases, require non-conforming uses to relocate as specified in the Zoning Code. Consider offering incentives for some nonconforming uses to either relocate or modify operations or form to become more compatible with the surrounding neighborhood.	
Space for New Policy Proposal:	
<b>Land Use Implementation Programs</b>	
<b>Imp-GA-1.1. Gateway Zoning Code.</b> Adopt a Gateway Zoning Code as a section of the City's Land Use Code to implement the land use policies and other policies of this Plan.	
<b>Policy Chapter 2: Community Benefits and Development Standards</b>	<b>48-51</b>
<b>GA-2a. Base Standards and Bonus Tier Standards.</b> Utilize the tiered incentives system presented in Table 6, Table 7, and Image 2, where projects that provide higher levels of community benefits are permitted greater intensity.	Table 6 could include broader examples of job creation-maker spaces, co-working or other office facilities, light manufacturing, etc. Discussion on construction and workforce needed
<b>GA-2b. By-Right Approval.</b> Allow development projects participating in the community benefits program with by-right approvals when the project conforms to all applicable standards and design guidance.	<i><u>Consider whether all developments over 3 stories should require Planning Commission review to determine whether they meet Arcata's objective standards vs. by-</u></i>

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	<u>right approval or Zoning Administrator approval.</u>
<b>GA-2c. Require Residential Uses for Bonus Tiers.</b> To promote housing production, limit participation in community benefits program to projects that include a minimum standard of residential units.	
<b>GA-2d. Choice of Benefits.</b> Allow applicant to select community benefits from a menu of available options. Buildings that exceed four stories must include architectural features amenities.	<u>Determine priorities among and relative value of community benefits and determine if some of amenities should be development requirements.</u>
<b>GA-2e. Housing Production Emphasis.</b> Ensure that the available community benefits emphasize and support the City's goal of maximizing housing production in the Gateway Area.	
<b>GA-2f. Value of Benefits.</b> Ensure that the additional intensity allowed is appropriately calibrated to the value of the community benefits provided. High-cost benefits should allow for a greater increase in allowed intensity than low-cost benefits.	
Space for New Policy Proposal:	
<b>Community Benefit Implementation Programs</b>	
<b>Imp-GA-2.1. Create Community Benefits Program.</b> Within the Gateway Zoning Code, create a "Community Benefits Program," where projects that provide higher levels of community benefits are permitted greater intensity. Utilize and build upon the tiered incentives system presented above in Table 6, Table 7, and Image 2.	Propose assigning higher "weight" to owner-occupied multi-family development. Create technical assistance program for development projects interested in incorporating this community benefit.
<b>Imp-GA-2.2. Review of Community Benefits Program.</b> Periodically review the community benefit program in the Gateway Zoning Code and assess if revisions are needed to improve program effectiveness.	<u>Consider whether specific community benefits should actually be objective standards, i.e. development requirements, to ensure that Arcata actually realizes those benefits.</u>
<b>Policy Chapter 3: Housing</b>	
52-53	
<b>GA-3a. New Units.</b> Plan for an approximate maximum of 3,500 new residential units in the Gateway Area.	
<b>GA-3b. No Maximum Residential Density.</b> Regulate building bulk and massing through design and community benefit measures; do not directly limit units per acre. Instead, encourage the maximum of dwelling units feasible within the allowed building envelope and allow other standards (e.g. height, setbacks, minimum units sizes) to collectively establish natural limitations on the number of dwelling units that can be developed.	
<b>GA-3c. Minimum Residential Density.</b> Require that all new development provides at least some minimum quantity of housing units by establishing a minimum residential density (number of units per acre). Projects that do not provide the designated minimum residential density will need a use permit demonstrating they support the Gateway Area objectives.	<u>Require that all new residential development.....</u> <u>It should not apply to nonresidential development.</u> <u>What are the proposed minimum densities?</u>
<b>GA-3d. Range of Unit Sizes.</b> Encourage a range of unit sizes, from micro-units (200 square feet or minimum per building standard) to units with three or more bedrooms.	
<b>GA-3e. Student Housing.</b> Encourage new low-cost housing for students, including single room occupancy housing, group living accommodations, and micro-units.	
<b>GA-3f. Multiple Strategies to Promote Affordability.</b> Employ multiple strategies to promote the creation of affordable housing, including affordable-by-design studios, student housing, deed-restricted affordable housing, single room occupancies, and housing for low-income	<u>Consider whether to require a certain percentage of affordable housing units for all new developments.</u>

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families.	
<b>GA-3g. Mixed-Tenure.</b> Encourage a mix of both owner-occupied and rental housing.	<i><u>Set specific targets for the mix of owner-occupied vs. rental housing, for all residential buildings.</u></i>
<b>GA-3h. Mixed-Income Neighborhoods.</b> Provide for mixed-income neighborhoods with housing options available for all income groups. Housing in a mixed-income neighborhood should include deed-restricted units affordable to very low-income households, small affordable-by-design units, student housing, moderate income owner-occupied condominiums and townhouses, market-rate rental units, median-priced family-sized dwellings, and penthouse units for high-income households.	
<b>GA-3i. Owner-Occupied Affordable Housing.</b> Encourage new home ownership opportunities for lower-income households including through condominium (e.g., deed restricted owner-occupied condominium units and for-sale micro units).	Need to create concrete policies that define “encourage”- higher weight on Community benefits rubric, tech assistance, pre-define opportunities and pathways to development, court the right partnerships (work to define financing, list of existing organizations/firms who can do this work and are interested). This should be the primary priority of Gateway housing development strategies. Opportunities to learn from existing efforts- AEDC? Dishgamu Humboldt? How can we be more equity minded when we create these policies and implementation measures?
<b>GA-3j. Incentivize Residential Density as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide residential densities above established minimums.	<i><u>Define “simplified development process” and at what point it kicks in.</u></i>
<b>GA-3k. Incentivize Affordable Housing as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide residential densities above established minimums.	<i><u>The implication that increased density results in increased affordability is questionable. What are the minimum densities and how are they determined?</u></i>
<b>GA-3l. Resident Displacement.</b> Support the re-housing of existing residents displaced by the redevelopment of properties containing existing dwelling units.	
Space for New Policy Proposal:	
<b>Housing Implementation Programs</b>	
<b>Imp-GA-3.1. Housing Monitoring.</b> Monitor the size, type, and affordability of new housing proposed, approved, and developed in the Gateway Area. Revise policies and programs in the Gateway Area Plan and implementing or revise development regulations as needed to achieve the Plan housing goals. Monitoring will be completed in conjunction with the City’s annual Housing Element Annual Performance Report.	
<b>Imp-GA-3.2. Resident Relocation Assistance.</b> Establish a program to require developers to assist with the re-housing of low-income residents or existing business renters displaced from their housing as a result of a redevelopment project.	

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<b>Policy Chapter 4: Employment</b>	
Page 54	
<b>GA-4a. Type of Non-Residential Uses.</b> Allow employment-focused uses (e.g., professional office, Research & Development facilities) as well as resident-serving commercial uses.	
<b>GA-4b. Incentivize Designated Forms of Retail Spaces and Job Creation Uses as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide designated community-desired forms of retail spaces and job-creating uses, such as outdoor dining, roof-top dining, and job-generating uses compatible with the Plan vision.	Tech and other digital careers should be encouraged via-co work spaces and incubators etc as suggested in GA-4a. Emphasis on retail seems misplaced.
<b>GA-4c. Amount of Non-Residential Uses.</b> Aim to achieve new non-residential development in the Plan Area in the amounts shown in Table 5 (Land Use Mix).	
Space for New Policy Proposal:	
<b>Policy Chapter 5: Arts and Culture</b>	
Page 55	
<b>GA-5a. Arts and Entertainment Uses.</b> Encourage arts and entertainment uses to enhance the vitality of the Gateway District and promote the arts in Arcata and the broader region. Incentivize the creation of arts and entertainments uses by making them principally-permitted (by-right).	
<b>GA-5b. Incentivize the Arts as Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide amenities that supports the arts, such as murals on building exteriors, art installations in public-facing locations, and outdoor pedestals for sculptures.	
<b>GA-5c. Incentivize Artist Housing as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide various forms of artist housing, including live/work units and deed restricted low-income housing units dedicated to artists and/or with amenities to attract artists.	
<b>GA-5d. Outdoor Spaces.</b> Encourage larger-scale development to provide public outdoor spaces that can incorporate informal artistic and cultural activities open to the public and integrated with or connected to public space.	
<b>GA-5e. Temporary Events.</b> Support formal and informal temporary artistic and cultural events.	
<b>GA-5f. Adaptive Reuse for the Arts.</b> Support the adaptive reuse of existing buildings for artistic purposes.	
<b>GA-5g. Public Art.</b> Through the Gateway Area community benefit program, encourage new development to incorporate public art that both is creative and reflects the Creamery District identity and history, and speaks to the goals and intent of the Arcata Strategic Arts Plan (Arts Plan). Specifically encourage development of public art that uplifts and support BIPOC artists and narratives as described in the Arts Plan.	
Space for New Policy Proposal:	
<b>Policy Chapter 6: Open Space and Conservation</b>	
Page 56-62	

GA-6a. <b>Open Space Concept.</b> Provide for an integrated network for publicly accessible open space, including a new park site, consistent with the concept shown in Figure 7 and Table 8.	
GA-6b. <b>Diversity of Open Space Types.</b> Provide for a range of open space types, including urban plazas, pocket parks, linear parks adjacent to creeks, natural open spaces.	
GA-6c. <b>Range of Activities.</b> Accommodate within open spaces a range of activities for all ages and abilities including sitting, walking, gathering, gardening, play and contemplation.	
GA-6d. <b>Design Quality.</b> Ensure that accessible open spaces are visually inviting, safe and interesting.	
GA-6e. <b>Privately-owned Publicly Accessible Open Spaces.</b> Establish a series of privately-owned publicly accessible open spaces in the central area shown in Figure X. Ensure that these spaces are: a. Linked together by safe and convenient bike/pedestrian facilities; b. Visible, accessible, and activated by ground floor uses including retail stores and restaurants; and c. Coordinated so that a variety of spaces are provided (courtyards, tot lot, a sculpture garden).	
GA-6a. <b>Linear Park with Daylighted Creek.</b> Establish a linear park with recreational amenities adjacent to daylighted and restored segments of the Jolly Giant Creek.	
GA-6b. <b>Bike/ped Connections.</b> Establish new off-street bike/ped connections to connect open spaces and activity centers in the Gateway area. Enhance connections between the Plan Area and parks and open space destinations near to the Plan Area, such as Arcata Plaza, Shay Park, and Arcata Marsh.	
GA-6c. <b>Public Plaza in Southwest Industrial Area.</b> Establish a new public plaza in the Barrel District that provides formal public space within the Barrel District that is more than just a green area but that is also entirely distinctive from the existing Arcata Plaza.	Clarify how this is distinct and different than the "plaza". Potentially change language from plaza to something more broad or clarify this. <u>Consider promoting establishment of community gathering spaces.</u>
GA-6d. <b>Enhanced Rail-Trail.</b> Could include new recreational amenities within and adjacent to the rail-trail.	
GA-6e. <b>Vacant/Underutilized Land Development.</b> Allow for the development of existing vacant and underutilized properties with low natural resource value as a strategy to permanently protect high resource value open space and provide high-quality open space amenities for residents.	
GA-6f. <b>Wetland Areas.</b> Maintain a no net loss standard but allow for passive recreational uses within and around wetland area in southwestern Gateway Area. Provide for bicycle and pedestrian connections to this area from other Plan Area locations. Enhance and restore wetland functions where feasible. Use mitigation and restoration together to consolidate scattered low-quality wetlands into larger higher quality wetland complexes.	
GA-6g. <b>Jolly Giant Creek.</b> Require the restoration and enhancement of the Jolly Giant Creek north of 11th Street. Encourage the daylighting of creek segments south of 11th Street as part of new development projects.	
GA-6h. <b>Incentivize Privately-Owned Open Spaces as a Community Amenity.</b> Utilize the community benefit program to incentivize the creation of new privately-owned, publicly-accessible open spaces in the Plan Area.	
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<b>Open Space Implementation Programs</b>	
<b>Imp-GA-6.1. Parkland Dedications and Fees.</b> Require residential development projects to dedicate land and/or pay fees for publicly-accessible open space within the Plan Area consistent with the Quimby Act, Land Use Code Section 9.86.030 (Park Land Dedication and Fees).	
<b>Imp-GA-6.2. Open Space Concept Diagram Revisions.</b> As open space is provided, revise the conceptual open space diagram shown in Figure 7 to accurately reflect built conditions and ensure that subsequent open space provided is consistent with the Plan vision.	
<b>Policy Chapter 7: Mobility</b>	
	Pages 63-91
<b>GA-7a. Plan the Circulation System to Accommodate Planned Growth.</b> In planning for improvements to the overall circulation system, design the system to accommodate the planned amount of growth outlined in other policies. Ensure the circulation system supports increased demands for all forms of mobility – vehicles, trucks, transit, bicycles, and pedestrians.	
<b>GA-7b. Design Mobility System per Plan Figures.</b> Design and construct the mobility and circulation system of the Plan Area per Figure 8 and Figure 9 and the Cross Section and Intersection Design Concepts above, as well as in accordance with the Open Space, Streetscape, and Site Development sections of this Area Plan. In the engineering design stage of implementing the above cited Figures/Concepts, allow for deviations and alterations such as: <ul style="list-style-type: none"> <li>a. Throughout the entire Plan Area, sidewalk widths may increase beyond six feet, especially on the north sides of east-west streets where expanded sidewalks on the sunny side of the street would allow welcomed outdoor seating. Adjusting sidewalk widths will necessitate adjustments to the dimensions of other features, such as drive lanes, parking lanes, bike lanes, etc. On-street parking lanes may need to be eliminated.</li> <li>b. Throughout the entire Plan Area, on-street parking angles may be adjusted as need to be either parallel, perpendicular, angled-in, or reversed angled-in. Adjusting parking angles may necessitate adjustments to the dimensions of other features, such as sidewalks, drive lanes, bike lanes, etc.</li> <li>c. Throughout the entire Plan Area, the presence of on-street parking may be eliminated in favor of adding or enhancing non-motorized facilities, such as sidewalks, bike lanes, landscaping, Class I trails, etc.</li> <li>d. Outside of City rights-of-way, the alignments and widths of Class I trails (i.e. separated shared use paths) may need to be adjusted based on environmental constraints, community needs, the availability of right-of-way, and other factors.</li> <li>e. Throughout the entire Plan Area, Class II bicycle facilities (i.e. standard bike lanes) may be converted to Class IV bicycle facilities (i.e. protected bike lanes), which may necessitate adjustments to the dimensions of other features.</li> <li>f. Throughout the entire Plan Area, the widths, locations, styles, and details of various features may deviate from the cited map Figures at the time of final design based upon available traffic data, design context, and the latest guidelines provided by Caltrans, FHWA, AASHTO, NACTO,</li> </ul>	

<p>and other reliable sources. Features that are likely to require deviations include pavement markings, pavement color, pedestrian bump-outs, turn lanes, traffic control features, landscaping, and similar components.</p> <p>g. The junction of 13th Street, K Street, L Street, and Alliance Ave may require an alternate design depending upon right-of-way acquisition, available traffic data, design context, and the latest guidelines provided by Caltrans, FHWA, AASHTO, NACTO, and other reliable sources.</p> <p>h. New roadway connections where none currently exist (such as the far west end of 6th Street connecting K Street to the L Street right-of-way) may be designed and constructed as either new vehicular roadways, pedestrian-only thoroughfares, or bicycle/pedestrian facilities that allow restricted vehicular traffic. The City Engineer will determine which type of facility to design and install based on available traffic data, existing environmental constraints, community interests, right-of-way availability, and other engineering factors.</p> <p>i. The trail within the Q Street right-of-way south of 10th Street may eventually need to be converted into a full vehicular roadway with a cross-section similar to other two-way roads proposed within the Plan Area.</p>	
<p><b>GA-7c. Balanced Transportation System.</b> Create and maintain a balanced transportation system with choice of bus transit, bicycle, and pedestrian as well as private automobile modes. Reduce the percentage of trips that are made by automobile and provide the opportunity and facilities to divert trips from automobiles to other modes.</p>	
<p><b>GA-7d. Plan for Enhanced Transit Lines and Stops.</b> As growth occurs in the Plan Area, work with relevant transit agencies to plan for enhanced transit lines and new transit stops in order to accommodate the new growth.</p>	
<p><b>GA-7e. Consider Non-motorized Campus Layouts.</b> For areas that have incomplete block patterns and/or are currently lacking in vehicular roadways (such as the Barrel District), consider providing limited to no new facilities for motorized vehicles. Instead, consider creating a campus layout with vehicular access on the perimeter and robust non-motorized facilities throughout the interior. Plan for the infrastructure that would be required for these areas to serve as key park and ride/transit hubs. Where new vehicular roadways are constructed within currently roadless areas (such as the Barrel District), provide for a wide right-of-way whose cross section includes ample on-street parking, narrow vehicle lanes, bike lanes, sidewalks in excess of six feet, street trees, and enhanced pedestrian crossings at least every 300 feet.</p>	
<p><b>GA-7f. Barrel District Master Plan.</b> For the Barrel District, require property owners to develop a Master Plan for a high density walkable mixed-use residential campus with minimal vehicular infrastructure and overall site design that supports a pedestrian-friendly public realm. Require that the Master Plan includes plans for a circulation system that is generally consistent with Figure 8 and Figure 9 and in accordance with the Open Space, Streetscape, and Site Development sections of this Area Plan. Allow the Master Plan to relocate the proposed circulation facilities within the Barrel District as long as the ultimate design honors the basic theme and overall design parameters consistent with the Policies herein. Require that new vehicular roadways provide for a wide right-of-way whose cross section includes ample on-street parking, narrow vehicle lanes, bike lanes, sidewalks in excess of six feet, street trees, and enhanced pedestrian crossings at least every 300 feet.</p>	
<p><b>GA-7g. Finish Incomplete Blocks with Active Transportation Infrastructure.</b> Where the urban</p>	



grid pattern is interrupted or incomplete, evaluate opportunities to continue the circulation block patterns with new connections that consist of entirely non-vehicular active transportation facilities.	
<p><b>GA-7h. Mobility Infrastructure that Supports Car-free Lifestyle.</b> Plan and implement the mobility and circulation infrastructure of the Plan Area to support a car-free lifestyle, reduce greenhouse gas emissions, and minimize vehicle miles traveled, including:</p> <p>a. Safe and Attractive Pedestrian Facilities. Connect the Plan Area to the Downtown/Plaza core with safe and attractive pedestrian friendly walking routes that incorporate art and street lighting.</p> <p>b. Shorten Pedestrian Crossing Distances. Shorten distances for pedestrian crossings along K Street and 11<sup>th</sup> Street to improve overall walkability in the Plan Area. Evaluate other roadways within the Plan Area that warrant shortened pedestrian crossings.</p> <p>c. Curb Extensions in All New Roadways. In all newly created roadways, incorporate curb extensions ("bumpouts") to increase pedestrian visibility and safety at crosswalks, calm traffic speeds, and provide space for rain gardens, tree planting, street furnishings, and other amenities.</p> <p>d. Widened Sidewalks. Explore sidewalk widening strategies that include land dedication or easements to create unobstructed accessible pedestrian pathways.</p> <p>e. Intra-City Non-motorized Connectivity. Reduce vehicle trips from other parts of the City by creating pedestrian and bicycle-friendly corridors that draw residents and visitors to enter the Plan Area via means other than motorized vehicles. Fulfill the potential of the existing and planned Class I trails by planning for expanded perpendicular connections that will draw bikes/peds from beyond the Plan Area.</p>	
<b>GA-7i. No Net Loss of Class I Trail System.</b> Retain the current total linear feet of Class I trails within the Plan Area, even if current facilities must be realigned or relocated to other routes within the Plan Area. For instance, if implementing the realigned roadway network shown in Figure 8 and Figure 9 impacts the existing Class I Rail-to-Trail facility within the L Street right-of-way, then design and construct a new Class I trail in another location within the Plan Area.	
<b>GA-7j. Incentivize Active and Alternative Transportation as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide on-site active and alternative transportation amenities, such as electric vehicle charging stations, employee showers, on-site bike parking, bus passes for residents, dedication of parcel frontage to transportation uses, and related amenities that stimulate non-motorized and zero-carbon transportation options.	
<b>GA-7k. Incentivize Dedication of Parcel Frontage as a Community Amenity.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that dedicate parcel frontage for the creation of expanded right-of-way for the purposes of additional pedestrian facilities, off-street parking, open space, and/or other designated enhancements to the public realm.	
<b>GA-7l. Parking Standards.</b> Do not require off-street parking as a development standard in most cases. Discourage large volumes of off-street parking and instead support more valuable land uses and streetscapes that prioritizes human activity and movement. Encourage and incentivize the dedication of parcel frontage on block-long development projects that can be dedicated to	<p><i>Require sufficient parking spaces to accommodate at least 50% of the units proposed as well as parking for existing and new businesses. Do not presume that students staff and employees will not need vehicles. Provide regulations to</i></p>

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additional on-street parking.	<i>protect nearby neighborhoods from parking overreach.</i>
<b>GA-7m. Parking Lot Locations.</b> Disallow the placement of parking lots along street frontages in the interest of maintaining continuous building frontages along the primary commercial streets and improving walkability. Parking lots and structures must be located behind buildings, or otherwise located subordinate and obscured by design features.	
<b>GA-7n. Minimize Vehicle Trips via Land Use.</b> Adopt and maintain zoning regulations that allow for a mix of land uses in order to reduce vehicle trips and the overall need for automobile use.	
Space for New Policy Proposal:	
<b>Mobility Implementation Programs</b>	
<b>Imp-GA-7.1. State and Federal Transportation Grants.</b> Actively track and pursue transportation infrastructure grants for the planning, design, permitting, and construction of the mobility improvements presented in this section. Identify, develop, and prioritize transportation projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved circulation system facilities.	
<b>Imp-GA-7.2. Circulation Projects in Capital Improvement Program.</b> Generate a list of circulation construction projects that will be required to implement this plan and then add those projects to the City's Capital Improvement Plan.	
<b>Imp-GA-7.3. Fair Share Contribution for New Development.</b> Evaluate options and then adopt a program in which new development is responsible for constructing, dedicating, and/or paying a predetermined fair share contribution for any circulation system upgrades necessary to serve the development.	
<b>Policy Chapter 8: Streetscape</b>	
Pages 92-93	
<b>GA-8a. Pedestrian Priority.</b> Ensure that streetscape design and improvements prioritize pedestrian circulation that promote walkability and support a car-free lifestyle and accessibility for all ambulatory modes.	
<b>GA-8b. Improvements Required.</b> Require new development to provide streetscape improvements consistent with the Gateway Area Plan and Gateway Zoning Code.	
<b>GA-8c. Sidewalk Zones – Core Area/Pedestrian Oriented Frontage.</b> Along pedestrian-oriented frontages, provide sufficiently wide sidewalks to accommodate outdoor seating, business display areas, and sidewalk sales. Except in unusual circumstances approved by the City Engineer, sidewalks shall be no less than 6 feet wide. Where viable, the City should strive for sidewalks eight feet or greater in width.	
<b>GA-8d. Sidewalk Dining.</b> Encourage sidewalk dining for restaurants and cafes along commercial and mixed-use street frontages. Areas planned for sidewalk dining may require wider sidewalks including privately-owned public spaces.	
<b>GA-8e. Street Trees.</b> Install street trees consistent with the standard for the applicable street typology as identified in Chapter 8 (Mobility).	
<b>GA-8f. Street Tree Selection.</b> Street tree species shall be consistent along each street. However, different species may be used at intersections to create special character. Tree species shall be	

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selected from a City tree master list or in consultation with the City.	
<b>GA-8g. Street Furniture.</b> Provide for consistent bicycle racks, seating, and trash receptacles integrated within the right-of-way and consistent and appropriate to the Plan Area character.	
<b>GA-8h. Green Infrastructure.</b> Integrate green stormwater infrastructure into streets and public spaces to create attractive public areas while also capturing and treating runoff to meet water quality requirements.	
<b>GA-8i. Utility Screening.</b> Minimize visual impacts from utility boxes, utility meters, backflow preventers, and other similar devices. Utility devices must be underground or located to the side or rear of buildings and screened from public view by landscaping. Exceptions may be granted through a discretionary review process.	
<b>GA-8j. Lighting.</b> Provide pedestrian-scaled street lighting enhance public safety, encourage evening use of outdoor spaces, and enhance the visual quality of the public realm. Utilize "CPTED" (Crime Prevention through Environmental Design) guidance as applicable to ensure lighting achieves outlined goals of increasing pedestrian safety.	
Space for New Policy Proposal:	
<b>Policy Chapter 9: Design and Architectural Standards</b>	
	Pages 94-98
<b>Basic Principles</b>	
<b>GA-9a. Enhanced Architectural Features and Exterior Designs as Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide enhanced architectural designs beyond those required.	
<b>GA-9b. Sustainable and Green Buildings as a Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide designated levels of sustainable and green building features.	<a href="#">Consider that these should be building requirements/objective standards rather than amenities, such as effective insulation openable windows rooftop solar and greenspace electrical appliances/heating etc.</a>
<b>GA-9c. Human-Scaled and Pedestrian-Friendly.</b> Ensure that new development is human-scaled and supports a pedestrian-friendly public realm.	
<b>GA-9d. Design Diversity.</b> Allow for and encourage complementary diversity in building forms and creativity in project design as long as projects support a pedestrian-friendly environment and other Plan goals.	
<b>GA-9e. Cohesive Identity.</b> Ensure new development design includes recognizable design themes and a distinctive sense of place.	
<b>Block Length and Layout</b>	
<b>GA-9f. Block Length.</b> Where existing streets are extended or new streets established, aim to keep the length of new blocks to no more than 300 feet.	
<b>GA-9g. Block Layout.</b> When establishing new streets and extending existing streets, connect to the existing block layout and complete grid system in a manner that also protects and enhances natural resources.	
<b>GA-9h. Mid-Block Passageways.</b> For blocks longer than 300 feet, provide for passageways mid-block through new development for convenient bike/ped through access. Passageway shall be an integral part of a project and be configured to provide safe access to rear parking lots,	

commercial storefronts, restaurants, and mid-block pathways.	
<b>Building Placement/Setbacks</b>	
<b>GA-9i. Building Placement.</b> Locate building at or close to the sidewalk to support a pedestrian-friendly public realm.	
<b>GA-9j. Public to Private Realm Transitions.</b> Provide for sensitive transition from the public realm (sidewalk) to the private realm (residences).	
<b>GA-9k. Use of Setback Areas.</b> Encourage outdoor dining, publicly-accessible courtyards, window-shopping areas, and other pedestrian-friendly uses in spaces between building walls and the sidewalks.	
<b>GA-9l. Custom Standards Along Designated Streets.</b> Plan for custom use, development, and design standards along designated streets with the objective of generating a more welcoming and vibrant "gateway" into the City.	
<b>Building Entries and Orientation</b>	
<b>GA-9m. Main Building Entrances.</b> Require main building entries to be visually prominent and oriented to a public street or pathway.	
<b>GA-9n. Pedestrian Connections.</b> Require pedestrian walk paths to connect entrances directly to a public sidewalk.	
<b>Bulk and Massing</b>	
<b>GA-9o. Human-Scale Massing.</b> Provide for human-scale and pedestrian-friendly building massing where large buildings are broken into smaller volumes that fit into the surrounding neighborhood.	
<b>GA-9p. Transitions to Lower Intensity Uses.</b> Require buildings to incorporate massing strategies to minimize impacts on adjacent single-family homes.	
<b>Vehicle Access and Parking</b>	
<b>GA-9q. Pedestrian-Friendly Design.</b> Require parking location and design to not detract from pedestrian-friendly streetscapes, walkable neighborhoods, and active and inviting mixed-use districts. Locate parking facilities away from building frontages in the rear of the lot when feasible.	
<b>GA-9r. Minimize Visual Dominance.</b> Screen parking facilities for limited visibility from the street frontage with landscaping, art, or other visually appealing methods.	
<b>GA-9s. Car-Free Lifestyle.</b> Minimize vehicle parking requirements and maximize walk, bike, and transit infrastructure.	<a href="#">Ensure sufficient parking to accommodate proposed residents and visitors to area businesses. Set minimum parking standards per unit or set of units.</a>
<b>Façade and Roof Design</b>	
<b>GA-9t. Varied and interesting Facades.</b> Create street-facing building facades that are varied and interesting with human-scale design details.	
<b>GA-9u. Articulation.</b> Incorporate architectural elements that reduce the box-like appearance and perceived mass of buildings.	
<b>GA-9v. 360-Degree Design.</b> Provide for buildings designed as a unified whole with architectural integrity on all sides of the structure.	
<b>GA-9w. Quality Materials.</b> Ensure quality materials that maintain their appearance over time.	
<b>GA-9x. Design Details.</b> Promote design details and materials compatible with the existing neighborhood character.	



GA-9y. Incentivize Enhanced Architectural and Exterior Design as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide enhanced architectural and exterior designs that go beyond base standards.	
Space for New Policy Proposal:	
<b>Policy Chapter 10: Historic Resources</b>	
	Pages 99-101
GA-10a. Local Historic Landmarks. Encourage the preservation, rehabilitation, and adaptive reuse of designated local historic landmarks as identified in Table 9. Allow for additions and new buildings on properties containing designated historic landmarks when the addition or new building protects the historic integrity of the property and its environment, in adherence with the Secretary of the Interior's Standards for Rehabilitation of Historic Structures).	
GA-10b. Potentially Historic Structures. Encourage the preservation, rehabilitation, and adaptive reuse of potentially historic structures as identified in Table 9. Allow for additions and new buildings on properties containing designated landmarks when the addition or new building protects the historic integrity of the property and its environment in adherence with the Secretary of the Interior's Standards for Rehabilitation of Historic Structures.).	
GA-10c. Creamery Building. Allow by-right approval of a development project on the Creamery Building property that meets the following requirement as determined by the Community Development Director: the project is eligible for by-right approval as specified in the Gateway Zoning Code.	<i>Why should the Development Director have by-right approval of projects on the Creamery Building property? We haven't yet seen the Zoning Code objective standards.</i>
GA-10a. Design Review Required. Except as allowed by Policy GA-10c (Creamery Building), continue to require Planning Commission Design Review consistent with Municipal Code Chapter 9.53 (Historic Resource Preservation) for the exterior modification, demolition, or relocation of a historic resource identified in Table 9. Such projects are not eligible for streamlined by-right approval. As noted in Table 9, "Noteworthy Structures" and "Buildings Constructed within the Period of Significance," alterations to which require Design Review, are limited to the historic resources identified in Table 9.	
GA-10b. Neighborhood Conservation Area. If a project is eligible for streamlined by-right approval and is located in the portion of the Central Neighborhood Conservation Area that extends into the Gateway Plan Area as shown in Figure 11, require Design Review only for projects on properties that contain a historic resource as identified in Table 9. This policy, and its implementing legislation, shall supersede policies elsewhere in the General Plan and Zoning Code.	
Space for New Policy Proposal:	
<b>Policy Chapter 11: Infrastructure and Services</b>	
	Pages 102-103
GA-11a. Plan Utility Infrastructure to Accommodate Envisioned Growth. In planning for improvements to the overall utility infrastructure, design the systems to accommodate the planned amount of growth outlined in other policies.	
GA-11b. Add Utility Infrastructure System Improvements to City's Capital Improvement Plan.	

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Generate a list of utility infrastructure projects that will be required to implement this plan and then add those projects to the City's Capital Improvement Plan.	
<b>GA-11c. Enhanced Infrastructure Finance District.</b> Work with the County to explore the formation of an EIFD to fund infrastructure and housing projects within the Plan Area.	
<b>GA-11d. University Contributions to Infrastructure Costs.</b> Given that the City is planning for substantial residential growth in the Plan Area in part to accommodate the planned growth of Humboldt State University, work with the University to explore ways in which the University can contribute to the infrastructure costs associated with the planned growth.	<i>Determine how much housing the university is actually planning to build both on and off-campus, particularly in light of their purchase of the Creekside development, and how much additional student housing they will actually need.</i>
<b>GA-11e. Multi-Modal System Improvements Funding.</b> Identify, develop, and prioritize utility infrastructure projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved circulation system facilities.	
<b>GA-11f. Align Utility Infrastructure within Circulation System.</b> To the degree possible, locate new utility infrastructure within existing and planned circulation system rights-of-way.	
<b>GA-11g. Green Infrastructure.</b> Continue to encourage the use of green infrastructure that promotes efficient water use and reduced water demand by requiring water-conserving design and equipment in new construction and encouraging the retrofitting of existing development with water-conserving devices.	<i>Require the use of green infrastructure.</i>
<b>GA-11h. Natural Drainage.</b> Encourage and maintain the use of natural stormwater drainage systems in a manner that preserves and enhances natural features while also allowing for maximum water reclamation and reuse.	
<b>GA-11i. Recreation Opportunities.</b> Continue to consider recreational opportunities and aesthetics in the design of stormwater/retention and conveyance facilities.	
<b>GA-11j. Low Impact Design.</b> Encourage and incentivize opportunities to incorporate Low Impact Development in both new construction and remodeling/renovation of existing structures and sites.	<i>Require incorporation of low-impact development.</i>
<b>GA-11k. Incentivize Energy Efficiency and Electrification as Community Amenities.</b> Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that exceed Title 24 energy efficiency requirements and all new construction to be electric only, with limited commercial cooking exceptions.	<i>Require energy efficiency and electrification as objective standards.</i>
<b>GA-11l. Utility Undergrounding.</b> Existing above-ground and new utilities shall be placed underground as feasible as determined by the City Engineer.	
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**From:** [REDACTED]  
**To:** [David Caisse](#)  
**Cc:** [David Loya](#); [Dele Freitas](#)  
**Subject:** Arcata Gateway Transportation Improvements  
**Date:** Tuesday, August 02, 2022 1:17:44 PM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello Arcata Staff,

Can you please forward these comments to the Transportation Safety Committee.

Thank you,  
Matt Simmons  
Redwood Coalition for Climate and Environmental Responsibility

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Dear members of the Transportation Safety Committee,

I had hoped I would be able to attend tonight's meeting but a last minute conflict may keep me from doing so. So, I am writing to express the Redwood Coalition for Climate and Environmental Responsibility (RCCER's) opinions on the Gateway Plan's Circulation and Infrastructure Chapters.

First, let me say thank you for your consideration of these issues. The Gateway Plan will bring significant but much needed changes to Arcata. As a resident of Arcata, I am incredibly excited for many of these changes because they will allow more Arcatans to live a car-free, low carbon life. And will help make Arcata accessible to those who do not or cannot drive a car.

One of the changes that has gotten the most attention from members of the community is the proposed L/K street couplet with some members of the community concerned that this would add traffic to L Street.

RCCER supports this change however and I wanted to let you know why.

First, this change will allow K street to become 1 lane with significant bike and pedestrian safety improvements. Currently, K street is a road that people drive down very fast and with traffic coming both ways. As a pedestrian and while on my bike I have felt unsafe crossing K street. Making the street 1 way, with bike and pedestrian improvements, will vastly improve the safety there. Not only for new Gateway Residents but also for all current residents in Arcata.

Second, the proposal will turn the L street trail into a continuous buffered path. This will actually make the L street trail and those who use it much safer than they currently are as the trail currently shares space with the road in many places (e.g., between 10th and 11th St and north of 12th St).



Third, the proposal will not add new vehicular capacity because the switch to a 1 way on K street balances out the new vehicle capacity on L street.

All of that said, we would also support an alternative proposal - for example, a J/K Street single-lane couplet - which is feasible and would accomplish the same goals. However, we would **not** support alternatives that do not allow K Street to be narrowed and improved with bike/ped safety features, that do not improve the area's overall walkability and bikeability, or that add substantial vehicular capacity to the streets.

Thank you for your consideration. I look forward to hearing your deliberations and decisions.

Best,  
Matt Simmons  
RCCER

From: [REDACTED]  
To: [Jennifer Dart](#); [REDACTED]  
Subject: from Fred Weis: Tuesday, Aug 2, Economic Development Committee meeting  
Date: Tuesday, August 2, 2022 10:55:48 AM

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To: The Economic Development Committee  
Serg Mihaylo, Chair  
Walt Geist, Committee member  
Jennifer Dart, Committee Liaison

From: Fred Weis

**-- For immediate distribution --**

For the Economic Development Committee meeting today, here are some related articles on the [Arcata1.com](#) website.

Please distribute this e-mail with the links below to the members of the Committee so that they may be able to see this information.

As a small item, the Minutes for the July 21st meeting contain a slight error. There was oral communication at that meeting -- there was a question about it, but it did in fact occur. The minutes could be shown as:

I. ROLL CALL. PRESENT: Hickey, Mihaylo, Geist, Kjesbu, Molina, Panta  
ABSENT: Cunha  
II. ORAL COMMUNICATIONS. Public comment received.  
III. BUSINESS / ACTION ITEMS.  
etc.

Thank you for your contributions to helping to keep our city wonderful.

-- Fred Weis  
[REDACTED]

Clicking on the links should direct you to that article.

**[Link to: Arcata1.com](#)**

**[8th and 9th Streets: Where's the parking?](#)**

8th & 9th Streets are proposed as one-way streets with bike lanes. That sounds good. But that plan comes with **a 30% reduction of parking on those streets**. That sounds bad. With aerial photos and visualizations of the parking situation.

## **The L Street Pathway**

The L Street pathway could be a community jewel in the heart of the Gateway area. This article has maps and photos.

I propose: Let's keep K Street as a two-way street and put the walking paths and bicycle lanes in a linear park on L Street. There are large economic advantages to the community of creating this area as a vital, vibrant "walking mall" and linear park. If the area is designated as such, new construction will contain inward-facing shops, small restaurants, and storefront business that cater to the walking populace. Adjacent and integral to the Creamery District and in the center of the arts, the L Street Pathway has the capability of being a primary tourist destination.

The K & L Street one-way couplet cannot feasibly be built. The City does not have the rights-of-way, and seems unlikely to be able to obtain them -- The not-yet-negotiated old railroad rights-of-way, individual property owners' rights of way.

## **Request for a "Plan B" if the K Street & L Street couplet cannot be constructed**

The City wants to destroy a quiet strolling pathway so that car and truck traffic will be split between L Street and K Street. Meanwhile, cities all over the world are attempting to get rid of car traffic in favor of walkable public spaces. A "Plan B" has been promised since January. So far, nothing.

## **Are you a Bicyclist? Some questions for you.**

## **Traffic Studies are absent**

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## Delo Freitas

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**From:** bob stockwell [REDACTED]  
**Sent:** Wednesday, August 03, 2022 12:59 PM  
**To:** Sarah Schaefer; Meredith Matthews; Stacy Atkins-Salazar; Brett Watson; Alex Stillman; David Loya; Kimberley White; Julie Vaissade-Elcock; Dan Tangney; Judith Mayer; Christian Figueroa; Scott Davies; John Barstow  
**Subject:** Gateway Plan  
**Attachments:** 7-20-22 GPAC-Task Force request.pdf

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Dear public officials,

I am writing this letter to let it be known that, in my opinion, the maximum height of any new structure within the proposed Gateway area should be limited to four stories only.

Also, an advisory committee such as the one described below in the pdf, should be implemented in order to guarantee that the Arcata community truly has a voice in the planning of this project.

Sincerely,  
Bob Stockwell  
Arcata resident

## Delo Freitas

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**From:** Fhon <[REDACTED]>  
**Sent:** Wednesday, August 03, 2022 11:49 AM  
**To:** Sarah Schaefer; Meredith Matthews; Stacy Atkins-Salazar; Brett Watson; Alex Stillman; David Loya; Kimberley White; Julie Vaissade-Elcock; Dan Tangney; Judith Mayer; Christian Figueroa; Scott Davies; John Barstow  
**Subject:** [QUAR] Re: Gateway Project  
**Importance:** Low

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Dear Interested Parties,

While I emailed this earlier request (see below) urging that a GPAC be established, I've decided to write again to voice support that new structures not exceed a **maximum of four stories**. I have many other thoughts in regards to the Plan but trust those would be addressed by the GPAC.

Thank you,  
Faye Honorof

On Aug 1, 2022, at 2:10 PM, Fhon <[REDACTED]> wrote:

Dear Interested Parties,

I am completely in favor of establishing a Gateway Plan Advisory Committee. (See attachment below)

I have submitted my concerns as well as my hopes for the Gateway Project several times both in writing and in person at the Community Center event. In lieu of doing that again, I feel the establishment of a GPAC would go a long way in addressing the concerns and hopes of the entire community. I urge you to consider the establishment of a GPAC.

<7-20-22 GPAC-Task Force request.pdf>

Sincerely,  
Faye Honorof

## Delo Freitas

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**From:** Lisa Pelletier [REDACTED]  
**Sent:** Wednesday, August 03, 2022 1:34 AM  
**To:** Stacy Atkins-Salazar; Sarah Schaefer; Meredith Matthews; Brett Watson; Alex Stillman; Kimberley White; Julie Vaissade-Elcock; Dan Tangney; Judith Mayer; Christian Figueroa; Scott Davies; John Barstow  
**Cc:** David Loya  
**Subject:** Affordable Housing, Opportunity and Regulation is Key to Equity for Gateway Project

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Arcata City Councilmembers and Members of the Planning Commission,

The Gateway Project has a lot to recommend it, but could result in the displacement of low-income residents, if stronger safeguards are not put in place. My chief concern about the project is whether it will be truly equitable and affordable for low-income residents and POC, or just another gentrification scheme that enriches developers while pushing out current residents.

Just so you know, I was a volunteer coordinator for the Housing Access Working Group (Equity Arcata) in 2018/2019, and served as its first chair. So I've been studying this issue for a while, although I don't claim to be an expert by any means.

That said, if you're truly interested in creating equity in access to housing, opportunity and affordability must be baked in to the Gateway Plan, along with stringent safeguards to prevent the displacement of POC and low-income residents.

I'm sure you're aware that California hasn't built enough housing in decades, and that's part of the reason we're experiencing a scarcity of crisis proportions. But did you know that for every 100 low-income residents in California, there are fewer than 30 affordable units? Or that... "this limited supply has created a massive demand for rental units, driving up rents as a result"? (stats from Vox, Sept. 2021)

People of color are more likely to be low-income renters and face pervasive discrimination in their attempts to secure housing. You can learn about this by talking to students of color at Cal Poly or to community members of color. I encourage you to do that because I've heard many stories, especially from students who have experienced it in Arcata and throughout Humboldt Co. Too many of them end up homeless.

Are you also aware that, too often, low-income folks, students and POC are being price-gouged by unscrupulous landlords and property management companies for sub-standard units? A former HSU student told me he had dropped out of school after his freshman year because his debt from housing costs was so high that he felt like he had to take a gap year just to pay it off (for a place with broken floor boards, mold and vermin). He said, "I could see the debt was piling up and read the writing on the wall." When I met him, he was working full time at a local restaurant and had just dropped out of school.

So we want equity in housing for the Gateway Project, yes? Well, let's talk about what works to get there. (I mean, if you're really serious about equity.) Deed-restricted rents and inclusionary zoning are a good place to start, but do not go far enough in my view. For instance, if only 10 or 15% of the units to be affordable (a ballpark figure that David Loya quoted to me), and most of it market rate, only a limited number of low-income residents will benefit. What happens to those low-income folks who don't manage to snag one of those



desirable units (because they're affordable)? They are still stuck in the same predicament as that student I told you about.

The fact that the units are "deed restricted" won't matter because it's such a paltry percentage of affordable units that there will still be intense competition for affordable housing. And the lowest income folks always have the most to lose, as the scarcity of supply drives up rents and land values, accelerating gentrification and displacement.

This project will make the Gateway Area highly attractive to lots of people, especially those with more to spend. It is close to the downtown area with its stores, jobs and schools. And of course, we all love parks, trails, arts and theater, the Pub at the Creamery, etc. Unfortunately, these same amenities which make a place desirable to live in, could (most likely will) accelerate gentrification and displacement. Rents and land values will rise, driving up both the area's desirability and housing costs for everyone, unless you bake in strong safeguards to prevent that.

Now I'm familiar with the argument that adding to the supply of housing (all types and incomes) will lessen demand and free up more housing for everyone. Maybe for the relatively well-off, but for folks with the lowest incomes, like students and POC, not so much. There will still be a dearth of affordable units, because we are so far behind when it comes to building, and we can't build enough to keep up with demand.

<https://calbudgetcenter.org/resources/california-renters-need-increased-access-to-affordable-housing/>

So it doesn't take a rocket scientist to detect the flaws in this theory. Moreover, in the coming years, we can expect to see unprecedented growth in our county, due to the new industries, jobs and workers, including climate refugees, and a near doubling of students at Cal Poly. This will increase the demand for more services to meet their needs (more teachers, doctors, store clerks, hence additional workers needing housing). So there's bound to be an insatiable demand for housing that will only be exacerbated in the coming years.

Forbes has listed Humboldt County as "a white hot market." Yet, fewer folks are looking to buy homes because of inflation. This is putting more pressure on the rental market and driving up rents even further. So although I wish people would stop making this argument (re: supply), I'm aware there are studies that appear to back it up. Let me tell you why I think they're flawed.

David Loya sent me a video by Vox touting this supply theory, with links to some of the studies below the video (thank you for that, David). I checked some of them out, and discovered that some of these studies are at least partially funded by the real estate and finance industry. For instance, the UC Berkeley study was partially funded by The Fisher Center for Real Estate, "leaders in the real estate and finance industry" (according to their self-description). Does that sound like a disinterested group to you? Incidentally, Donald Fisher, conservative billionaire and founder of The GAP, was also a CAL alumnus who endowed UC Berkeley's Haas School of Business. I don't know about you, but that doesn't inspire confidence in me that these studies are unbiased.

Anyway, I just felt I had to address that briefly, since I know the studies are out there (sorry, this email is getting so long). Let's get to what would really go a long way in ensuring that equity is truly baked in to the Gateway Project and for all Arcata residents.

In 2018, the Arcata City Council did a wonderful thing by passing the Mobile home Rent Stabilization Ordinance. This allowed vulnerable seniors and low-income families to stay in their homes, while preventing the displacement of hundreds of people. With inflation, we've seen rapidly escalating rents. Isn't it time to consider similar protections for everyone in Arcata?

Please consider passing rent stabilization for everyone in the city of Arcata (go big!), or at the very least enact eviction protections and consider an anti-displacement overlay zone for the Gateway area. This has worked in other

communities to keep low-income folks from being displaced. The people who live in the trailer court on 7th Street deserve to be protected from displacement as much as anyone. To you, it may look like "blight" but to them it's home.

Also, please "go big" by including a greater percentage affordable housing in the Gateway Area - at least 25% or more. Don't just pay lip service to "equity", make it a reality! Be a game-changer for students, POC and low-income families struggling to survive and stay in Arcata. There's a large percentage of our population who are low income and need housing they can afford. They often pay more than half their income on rent. Imagine all their other bills with rising inflation(!). Some may not have enough left over to eat.

Finally, I think it's great that you're thinking about creating opportunities for home ownership for low-income folks. Please keep thinking outside the box! For instance, we don't always have to work with for-profit developers. We can create land trusts and coops, and community control boards to empower residents. Other communities have done this. Think about working with Housing Humboldt, churches (who own land) and housing advocates to come up with creative solutions. We have a lot of expertise here. Let's use it!

You have an opportunity here to create real and lasting equity. Carpe diem! And thank you for all you're doing.

Lisa Pelletier  
Arcata, CA

## DeLo Freitas

---

**From:** Nancy Ihara [REDACTED]  
**Sent:** Thursday, August 04, 2022 3:15 PM  
**To:** David Loya  
**Subject:** Gateway Area Plan

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear David,


While there are many challenges associated with the Gateway Area Plan, overall the concept is pretty amazing. To create spaces for a diverse population of people (culturally, racially, and incomewise) in an area readily accessible (5-10 minute walks) to “downtown” Arcata would be a significant accomplishment. I just watched the hour long presentation provided on the city’s website and was impressed by the degree to which natural features such as green areas, parks, trees, and even wetlands are included in the vision.

Features that I hope the city is able to and will require are:

- 1.
- 2.
3. Solar rooftop installations. (In the presentation this was mentioned only as an option.)
- 4.
- 5.
- 6.
7. Native vegetation and tree plantings. (The Sequoia Zoo is a great example of how native plants
8. can be used to enhance public areas.)
- 9.
- 10.
- 11.
12. Sustainably built, even Leeds Certified, buildings. (It is my understanding that some of the new
13. apartment buildings being constructed in Eureka are planned to be Leeds Certified.)
- 14.
- 15.
- 16.
17. EV charging stations in all apartment buildings.
- 18.

I live in Manila but Arcata, where I do much of my shopping, where I worked before retirement, and where many of my friends live, is as much my “home”. I am also a member of 350 Humboldt which focuses on efforts throughout the county to deal with our climate crisis. The Gateway Area Plan certainly addresses this issue.

Sincerely,  
Nancy Ihara

**From:** [David Loya](#)  
**To:**   
**Cc:** [Jennifer Dart](#); [Delo Freitas](#)  
**Subject:** RE: GAP & Mad River Hospital  
**Date:** Friday, August 05, 2022 12:17:03 PM

---

Hi There,

I can understand your concern. There are several sectors in our economy and community that need additional support as we grow. In fact, part of the reason our healthcare system struggles is because there isn't adequate housing and job opportunities. The hospitals have a challenge attracting doctors with professional spouses, who find the labor market wanting. Prospective doctors also cite the housing market as a reason for not coming to our area.

The City is working with both Mad River Hospital and Open Door to create housing on properties they own. This would allow them to provide housing to staff they are attempting to recruit and provide them a temporary accommodations while they seek more permanent housing. Some may consider staying long term in these worker housing projects we are developing in coordination with the healthcare providers.

The Gateway Plan is intended to provide both housing and economic opportunities. The boards of the various hospitals have endorsed the plan in a variety of ways. I think these institutions recognize the upside for their organizations related to their recruitment struggles.

I hope this helps round out the conversation, and I hope you can find proactive ways to engage this important planning work.

Sincerely,


David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

To grow opportunity and build community equitably.

READ THE GATEWAY PLAN  
Learn More About Public Meetings and Planning

City Hall is open for business between 9 and 5.  
Visitors to City Hall are required to wear a mask inside regardless of vaccination status. Thank you for complying with this local practice.  
Some services, such as water bills and police services, are available on-call. Please check our website [www.cityofarcata.org](http://www.cityofarcata.org) for the latest information on accessing City services.

-----Original Message-----

From: D L   
Sent: Thursday, August 4, 2022 9:38 PM  
To: David Loya <dloya@cityofarcata.org>  
Subject: GAP & Mad River Hospital

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I'm sorry, but you're a total fool if you want to bring population density and tall buildings to Arcata before improving the medical system here. The hospital needs a few extra stories and some grant money, but you've got your sights on population density!?! You're either stupid or negligent, I hope you get fired for what you're trying to do to my home town.

Sent from my iPhone

## Delo Freitas

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**From:** Lulu Mickelson [REDACTED]  
**Sent:** Thursday, August 04, 2022 7:25 PM  
**To:** John Barstow; Scott Davies; Christian Figueroa; Judith Mayer; Dan Tangney; Julie Vaissade-Elcock; Kimberley White  
**Cc:** David Loya  
**Subject:** Creating an Inclusive Environment

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Arcata Planning Commission:

I had the opportunity to join and provide my public comment at the start of this evening's Special Meeting (on August 4, 2022). After my comment, another community member suggested that newer residents of Arcata, like me, should not have a voice in shaping the Gateway Area Plan. I wanted to provide my response in writing to this comment in order to have it in the public record:

I just reached my two-year anniversary of living in Humboldt County. Thankfully, during my time here, I have mostly received a warm welcome from both new and old residents. Originally, my partner and I moved here to be closer to his family (who happen to be long-time residents) and help provide childcare for them during the pandemic. Now, we hope to buy a home and start our own family here. If we can afford to stay in Arcata, we want our future to be in this city.

The type of hostility that was directed at me during the Arcata Planning Commission was antithetical to the welcoming, inclusive environment that I know you as Commissioners hope to facilitate. I happen to be a determined and well-informed member of the public who will keep showing up to meetings to share my perspective, despite the hostility. However, it feels important to call out this behavior as inappropriate. I know that newer residents, Cal Poly students, and other local stakeholders are listening to these meetings may be intimidated to share their opinions when this type of rhetoric goes unchallenged.

I hope that in your future meetings, the Commission reiterates its commitment to hearing from all Arcatans, regardless of their tenure in this city.

Also, as you consider the creation of a Citizen's Oversight Commission or similar body, I urge you to ensure that a diversity of voices are present in that space – including renters, students, working parents, and residents who are facing housing insecurity. These voices make up a large proportion of our city, yet rarely get heard in the Planning Commission public comment periods.

Thank you for your dedicated public service and for taking these steps to uphold Arcata's values of being an inclusive, equitable place to call home.

With gratitude,  
Lulu

**Lulu Mickelson**  
Arcata City Renter

## Keala Roberts

---

**From:** Fhon [REDACTED]  
**Sent:** Friday, August 05, 2022 5:10 PM  
**To:** COM DEV  
**Subject:** [QUAR] Gateway Plan  
**Attachments:** 7-20-22 GPAC-Task Force request.pdf

**Importance:** Low

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Interested Parties,

I am completely in favor of establishing a Gateway Plan Advisory Committee. (See attachment below)

I have submitted my concerns as well as my hopes for the Gateway Project several times both in writing and in person at the Community Center event. In lieu of doing that again, I feel the establishment of a GPAC would go a long way in addressing the concerns and hopes of the entire community. I urge you to consider the establishment of a GPAC.

While I emailed the above earlier request to interested parties urging that a GPAC be established, I've decided to write again to voice support that new structures **not exceed a maximum of four stories**. I have many other thoughts in regards to the Plan but trust those would be addressed by the GPAC.

Thank you,  
Faye Honorof

p.s. The address [dfreitas@cityofarcata.org](mailto:dfreitas@cityofarcata.org) found of the City of Arcata site bounced as not a valid address

# Request for the Arcata City Council to Establish a Gateway Plan Advisory Committee

Historically, the City of Arcata's finest large-scale infrastructure projects and long-range planning accomplishments have relied on community-based processes, wisdom, innovation, and can-do spirit. Today, the City of Arcata needs to finalize a high-quality Gateway Plan that best reflects the community's long-range visions, its priorities for the future, and its values in terms of future development.

**Request to City Council:** Through a community-based and open government process, establish a Gateway Plan Advisory Committee (GPAC) that would:

- Serve in an advisory capacity to the City Council, and work collaboratively with city staff and the Planning Commission as directed by City Council;
- Prepare reflective recommendations to improve goals, policies, and implementation measures; and
- Assist city staff and consultants in completing a high-quality Gateway Plan.

## **Recommended GPAC Structure:**

- Small number of GPAC members (7-9) for efficiency;
- Modeled after the successful Plaza Improvement Task Force; and
- City Council-appointed committee members could include residents, business owners, a Planning Commissioner, and other diverse, representative stakeholders from the community.

## **Justification:**

- During the global pandemic, too many COVID-related variables impaired city staff's ability to effectively engage the public;
- Six months after the draft Gateway Plan was released, city staff reported to Council: **"The Gateway Area Plan has generated significant, diverse and in sections divergent public input. We [Staff] will continue to gather input through the community design process which might bring some of the divergent ideas aligned."** (6/1/22 Arcata City Council Meeting, Agenda Packet, p. 215); and
- The City has established and implemented multiple Task Forces/Advisory Committees to collaboratively complete large infrastructure and long-range planning processes – successfully and in a timely manner.

## **What the GPAC Would Do:**

- Synthesize the existing community input to date and assist in gathering additional focused input on key community issues raised through an equitable and inclusive community engagement process;
- Define a community-supported, stable Gateway Plan framework that aligns the community's vision with objective development/design standards, including densities, building height/massing, setbacks, streetscapes, articulation, mobility/parking (including L Street), public open space, arts and culture, etc., to help inform the potential Form-Based Code; and
- Identify and prioritize valued amenities to assist in developing the Community Benefit Program.

## **How the GPAC Would Improve the Process to Finalize a High-Quality Gateway Plan:**

- Help finalize the Gateway Plan in a way that increases inclusive and equitable community engagement, consistent with Arcata City Council's current Goals and Policy Objectives;
- Offer an atmosphere more conducive to improving transparency, trust, and community buy-in;
- Collaboratively address and resolve the diverse, divergent challenges and ongoing deficiencies which have been identified by city staff, Planning Commission, City Council, and the public; and
- Develop an ambitious, yet achievable, process and timeline to expedite Gateway Plan completion.



*The 82 signatories below support this request:*

<b>Name</b>	<b>Affiliation</b>
Mr. Don Allan	Former Arcata resident, former board member of RCAA
Mr. Allan Anderson	Arcata resident, business owner in Gateway Area
Ms. Aurelia Anderson	Arcata resident, business owner in Gateway Area
Ms. Heather Bakken	Arcata resident, Employed in Gateway Area
Mr. James Becker	Arcata resident
Mr. Daniel Bixler	Arcata resident, Vice Chair of the concluded Plaza Improvement Task Force
Ms. Melanie Bright	Arcata resident
Ms. Catherine Brown	Arcata resident
Ms. Myrna Cambrianica	Future Arcata resident
Ms. Patricia Cambrianica	Arcata resident
Ms. Christine Champe	Arcata resident and business owner
Mr. Kirk Cohune	Business Owner of Greenway Partners and Creamery District Property Owner
Mr. Michael Cuthbert	Arcata resident
Mr. Aaron de Bruyn	Arcata resident, employed in Creamery District
Ms. Joy de Bruyn	Arcata resident, employed in Creamery District
Ms. Jackie Dandeneau	Artistic Executive Director for Arcata Playhouse
Mr. Brian David	Arcata resident and business owner (Ken's Auto Parts)
Mr. Anthony DeLuca	Arcata resident
Ms. Lindsay Demello	Arcata resident
Ms. Francie Demello	Arcata resident
Ms Catherin Dunaway	Arcata resident
Mr. Daniel Duncan	Arcata resident
Mr. Todd Ellingson	Arcata business owner (Complete Engine Service)
Ms. Laura Estetter	Arcata resident
Dr. Bradley Finney	Professor, Cal Poly Humboldt Department of Environmental Resources Engineering
Mr. John Fixico	Arcata resident, employed in Gateway Area
Ms. Michelle Fuller	Arcata resident, Arcata representative for Humboldt Bay Municipal Water District
Dr. Robert Gearheart	Arcata resident, Professor Emeritus Cal Poly Humboldt Department of Environmental Resources Engineering
Ms. Mary Gearheart	Arcata resident, former Arcata and Humboldt County Planning Commissioner
Ms. Lia Groeling	Arcata resident
Mr. Aaron Graff	Arcata resident, employed in Gateway Area
Mr. Chad Grammer	Arcata resident, business owner in Gateway Area (North Bay Auto)
Ms Abby Hamburg	Arcata resident
Ms Susan Hansen	Arcata resident
Mr. Stan Henerson	Arcata resident
Mr. Royal Hunter	Arcata resident
Mr. Vaughn Hutchins	Arcata business owner, member of Arcata Artisans
Mr. Don Johnson	Arcata resident
Ms. Sarah Jones	Arcata resident
Mr. Jalon Joy	Employed in Gateway Area
Mr. Stuart Juodeika	Arcata resident

<b>Name</b>	<b>Affiliation</b>
Mr. Greg King	Arcata resident, Executive Director of Siskiyou Land Conservancy
Ms. Sharon King	Arcata resident
Dr. Ann King-Smith	Arcata resident, former Arcata Planning Commissioner
Mr. Randy Klein	Arcata resident
Mr. Craig Knox	Arcata resident
Ms. Marianne Knox	Arcata resident
Mr. Aldaron Laird	Arcata resident, former Arcata Planning Commissioner
Mr. Eric Laudenslager	Arcata resident adjacent to Gateway Area
Ms Pam Laudenslager	Arcata resident adjacent to Gateway Area
Mr. Nick Lucchesi	Arcata resident and business owner
Ms. Moonlight Macumber	Arcata resident, former member of the Transportation Safety Committee member and concluded Plaza Improvement Task Force
Ms Rebecca McBain	Arcata business owner adjacent to Gateway Area (McBain Associates)
Mr. Scott McBain	Arcata business owner adjacent to Gateway Area (McBain Associates)
Stephanie McCaleb	Arcata resident
Ms. Indigo McGinnis	Arcata resident
Ms. Pamela Mendelsohn	Arcata resident
Mr. David Meserve	Arcata resident, former Arcata City Councilmember
Mr. Ron Meyers	Arcata resident
Ms. Debra Meyers	Arcata resident
Ms. Nancy Noll	Arcata resident
Mr. Alex Nosenzo	Arcata resident, employed in Gateway Area
Mr. Ray Olson	Arcata resident, former Wetlands and Creeks Committee member
Mr. Scott Patrick	Arcata business owner (Neely Automotive)
Mr. Riley Quarles	Arcata resident, Cal Poly Humboldt Retiree
Dr. Steven Railsback	Arcata resident, Arcata small business co-owner (Lang, Railsback & Associates)
Mr. Paul Rosenblatt	Arcata resident, former Arcata business owner
Ms. Nancy Rehg	Arcata resident, Arcata business owner
Mr. Curt Reichlin	Arcata business owner in Gateway Area (Industrial Electric)
Mr. Chris Richards	Arcata resident and business owner (Chris Richards Automotive)
Mr. Bruce Rupp	Arcata property owner, Humboldt Bay Municipal Water District Secretary/Treasurer
Mr. Steve Salzman	Environmental Engineer
Ms. Sherri Starr	Arcata resident
Mr. Scott Stevens	Arcata resident and former business owner (North Bay Auto)
Mr. Philip Stevens	Arcata resident
Ms. Marilyn Tucker	Arcata resident
Mr. Joe Vagle	Arcata business owner (Arcata Used Tire)
Ms. Carol VanKeuren	Business owner in Gateway Area (Rich's Body Shop)
Mr. Rich VanKeuren	Business owner in Gateway Area (Rich's Body Shop)
Mr. Steve VanKeuren	Arcata resident, business owner in Gateway Area (Rich's Body Shop)
Ms. Sheri Woo	Arcata business owner, Humboldt Bay Municipal Water District Board of Directors
Ms. Jane Woodward	Arcata resident, former Chair of Arcata Economic Development Committee

## Delo Freitas

---

**From:** David Loya  
**Sent:** Friday, August 05, 2022 8:48 AM  
**To:** Lisa Pelletier  
**Cc:** City Manager's Office; Kimberley White; Julie Vaissade-Elcock  
**Subject:** Re: Follow-up questions

Hi Lisa. See responses below.

On Aug 4, 2022, at 11:19 PM, Lisa Pelletier [REDACTED] wrote:

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello David,

Thanks again for taking the time to answer my questions regarding the Gateway Plan (re: our convo over the phone). I have some follow-up questions:

1) You mentioned that you've singled out the Gateway Area, Craftsmen's Mall area, and Valley West as "opportunity zones"? What did you mean by that? Is this part of the Trump-era/Republican-led 2017 Tax Cuts and Jobs Act which promised "to drive billions of dollars of investment into the country's most disadvantaged and most vulnerable neighborhoods"? Are you aware that wherever these so-called "opportunity zones" have been implemented, people of color have been displaced en masse from communities where they've had a large presence? Or are you using this terminology in another way that I'm not familiar with? If the latter is the case, it seems a bit strange that you would choose that particular terminology.

No. There is a similarity in the naming of those economic opportunity zones and our infill opportunity zones, but they are unrelated. There are no EOZs in the plan area.

2) As incentives to attract developers, do tax breaks on capital gains (or any tax breaks whatever) have a role in this project?

The city isn't offering tax incentives. Having said that, some projects may use the tax credit financing to provide affordable housing. We have a few of projects that danco has built that took advantage of this financing to produce affordable housing.

3) According to a 2019 report by SAGE, an affordable housing advocacy group based in Los Angeles, "Boosters promised Opportunity Zones would help bring capital to the neighborhoods that most need it, but in reality allow wealthy investors to benefit from huge tax breaks while they speculate at the

expense of the most vulnerable communities." Speculation is a real problem when it comes to driving up rents and land values. Is there anything in the draft plan that addresses speculation, whether in "opportunity zones" or just with owners keeping a vacant property off the market until the price is right to sell?

No. The city does not have the authority to force a property owner to develop.

FYI: I listened to the PlanCo meeting last night, and I agree with Julie and Kimberley that "community benefits" should not be linked to incidentals that should be standard expectations of developers. Rather, they should be tied to traditional community benefits, such as affordable housing. And the percentages of the latter are way too low, even at 20%. If we're to give up some of the "character" of Arcata to allow for higher stories/density, we need to get something back in spades that is beneficial to the community. For me, this means a greater percentage of affordable housing (at least 25%) than you're willing to consider at present.

25% affordable housing is probably an acceptable target for low and very low income as an amenity. Developers can already get 35% density bonus for 20% affordable housing. I think the number should be higher and include moderate income folks as well (the missing middle).

Let's get real. We can't begin to achieve equity without a higher percentage of affordable housing. So I'd like to hear that breakdown in percentages as soon as feasibly possible. In fact, it's far more important to me than deciding on the number of stories.

Good point.

I appreciate all your hard work. And I've tried to keep my questions brief (down to 3) because I know how busy you are. I appreciate your time.

I appreciate your work for the community, too! You are asking great questions and your tireless attention on the most vulnerable is admirable. Do you mind if I share your email as public comment on the plan?

Lisa



**Keala Roberts**

---

**From:** Gregory Daggett [REDACTED]  
**Sent:** Monday, August 08, 2022 1:17 PM  
**To:** COM DEV; David Loya; Delo Freitas  
**Subject:** Info on Infill Projects requested by Planning Commission Members

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear City of Arcata Members,

During the last meeting on August 4th Commission Members requested information on the infill project I lived near and have traveled to for the last two decades in Wynwood near Miami FL . Enclosed is info on the Wynwood Infill project and the effects and lessons to be learned from them.

The Best,

Gregory Daggett  
[REDACTED]

## And Miami News time Gentrification Complete: Will Wynwood's Progress Be Its Downfall?

<https://www.miaminewtimes.com/music/history-wynwood-miami-gentrification-13066720>

<https://www.miamiartguide.com/causes-effects-of-gentrification-in-wynwood-right-to-wynwood-full-length/>


[Causes & Effects of Gentrification in Wynwood - Miami Art Guide](#)

## Don't Call It West Wynwood": Will Allapattah Stave Off Gentrification?

<https://www.miaminewtimes.com/news/will-allapattah-stave-off-gentrification-13087317>

With gentrification driving artists and galleries out of the Wynwood neighborhood, many are buying property in the predominantly working-class area.

<https://www.nytimes.com/2015/11/24/arts/design/miamis-art-world-sets-sights-on-little-haiti-neighborhood.html?smid=em-share>

**From:**   
**To:** [David Loya](#)  
**Subject:** Re: GAP & Mad River Hospital  
**Date:** Monday, August 08, 2022 5:09:03 PM

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CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I appreciate your response, and will admit I was in a lot of pain at the emergency room when I wrote you that email. So let me clarify from a better state of mind.. I don't think any doctors or serious professionals want to live somewhere with mostly rental opportunities and a limited ownership market. I'm not sure why you think more rentals will attract serious professionals, or even legitimate adults to the area. Please reconsider, look inside yourself and come back to your senses. Slow down and reconsider putting your focus into supporting the community which just barely survived a crashing industry and a pandemic. If you build tons of rental housing without supporting the local businesses, it will create a scarcity economy and open the door for corporate dominance. Please realize the imbalance you're racing towards, and open up to the various community members giving input. I've never heard of a situation where one person, working for the city, is the main proponent of an idea that makes most of the citizenry cringe. Think about that.

Sent from my iPhone

> On Aug 5, 2022, at 12:17 PM, David Loya <dloya@cityofarcata.org> wrote:

>

> Hi There,

>

> I can understand your concern. There are several sectors in our economy and community that need additional support as we grow. In fact, part of the reason our healthcare system struggles is because there isn't adequate housing and job opportunities. The hospitals have a challenge attracting doctors with professional spouses, who find the labor market wanting. Prospective doctors also cite the housing market as a reason for not coming to our area.

>

> The City is working with both Mad River Hospital and Open Door to create housing on properties they own. This would allow them to provide housing to staff they are attempting to recruit and provide them a temporary accommodations while they seek more permanent housing. Some may consider staying long term in these worker housing projects we are developing in coordination with the healthcare providers.

>

> The Gateway Plan is intended to provide both housing and economic opportunities. The boards of the various hospitals have endorsed the plan in a variety of ways. I think these institutions recognize the upside for their organizations related to their recruitment struggles.

>

> I hope this helps round out the conversation, and I hope you can find proactive ways to engage this important planning work.

>

> Sincerely,

>

> David Loya (him)

> Community Development Director

> City of Arcata

> p. 707-825-2045

>

> To grow opportunity and build community equitably.

>

> READ THE GATEWAY PLAN

> Learn More About Public Meetings and Planning

>

> City Hall is open for business between 9 and 5.

> Visitors to City Hall are required to wear a mask inside regardless of vaccination status. Thank you for complying with this local practice.

> Some services, such as water bills and police services, are available on-call. Please check our website

<https://linkprotect.cudasvc.com/url?>

[a=https%3a%2f%2fwww.cityofarcata.org&c=E.1.TvXEb9nmA7G55RpBvnLVoyTUGr8uvM3cHa-u1NfciVN8WJPWSNGBgvm03y5PVPJKtWzt7IZAnaJ6bbVYWY7hCpXYwCFpNByGUkZulIeJgc\\_NBaQ..&typo=1](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.cityofarcata.org&c=E.1.TvXEb9nmA7G55RpBvnLVoyTUGr8uvM3cHa-u1NfciVN8WJPWSNGBgvm03y5PVPJKtWzt7IZAnaJ6bbVYWY7hCpXYwCFpNByGUkZulIeJgc_NBaQ..&typo=1)  
for the latest information on accessing City services.

>

>

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>

> -----Original Message-----

> From: D L [REDACTED]

> Sent: Thursday, August 4, 2022 9:38 PM

> To: David Loya <dloya@cityofarcata.org>

> Subject: GAP & Mad River Hospital

>

> CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

>

> I'm sorry, but you're a total fool if you want to bring population density and tall buildings to Arcata before improving the medical system here. The hospital needs a few extra stories and some grant money, but you've got your sights on population density!? You're either stupid or negligent, I hope you get fired for what you're trying to do to my home town.

>

> Sent from my iPhone



**From:** [REDACTED]  
**To:** [Julie Vaissade-Elcock](#); [Scott Davies](#); [John Barstow](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Kimberley White](#); [Jennifer Dart](#)  
**Subject:** support for the proposed Gateway Plan Advisory Committee  
**Date:** Monday, August 8, 2022 10:45:27 PM

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Arcata Planning Commission Members

Hi. First off, thanks to all of you for your service to the City of Arcata. As a resident of Arcata for the past 43 years, I value the slow(er) paced lifestyle of our community, and the thoughtful planning that has resulted in moderate development that "fits in" over the past four decades. Arcata has often used citizen advisory committees to help guide the planning of major projects within the City. Along with a number of other citizens that had a remarkably diverse background, I served on such an advisory committee in the 1980s when the City was planning on upgrading the waste treatment facility. . Our committee was instrumental in developing a facility planning document that incorporated input from a wide array of stakeholders (customers) that ultimately diffused a number of contentious issues and resulted in the waste treatment facility that has served the community for the past 35 years. I would encourage you to adapt the same sort of strategy for the Gateway Development Plan, using a citizen based advisory committee working with City staff to a plan that identifies and then addresses the range of opinions and concerns the community has concerning this issue. While it might seem like a detour to slow the process down while the advisory committee works, I believe that ultimately the resulting plan will be better supported by the community and implementation of the new development will be smoother and quicker.

Thanks for considering this request.

Brad Finney

--

Brad Finney  
Professor, Environmental Resources Engineering  
Cal Poly Humboldt, Arcata, CA 95521

## Keala Roberts

---

**From:** Oona Smith [REDACTED]  
**Sent:** Tuesday, August 09, 2022 4:41 PM  
**To:** John Barstow; Scott Davies; Christian Figueroa; Judith Mayer; Dan Tangney; Julie Vaissade-Elcock; Kimberley White  
**Cc:** Delo Freitas; David Loya  
**Subject:** HCAOG comment letter for 8/9/22 meeting, items 6.2 & 6.3  
**Attachments:** 2022.08.09 Arcata PlanCom mtg\_Gateway+GP drafts[hcaog].pdf

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Thank you for this opportunity to participate.

And thank you for your service as Planning Commissioners.

best,

*Oona*

Oona Smith, Senior **Regional Planner (she/her pronouns)**

**HCAOG** ~ Humboldt County Association of Governments

611 I Street, Suite B, Eureka, CA 95501

(707) 444-8208 cell [REDACTED]

[www.hcaog.net](http://www.hcaog.net)



**Date:** August 9, 2022  
**To:** Planning Commission Members  
David Loya, Community Development Director (*via email*)  
**From:** Oona Smith, Senior Regional Planner  
**RE:** **Items 6.2 and 6.3, August 9 Planning Commission Meeting**

Thank you for the opportunity to review drafts of the City's General Plan update and Gateway Area Plan. The Humboldt County Association of Governments (HCAOG), in its role as the Regional Transportation Planning Agency, strives to support and encourage the best outcomes from the nexus of transportation planning and land use planning. Our goals are to maintain a multi-modal transportation system that is safe, convenient, equitable, and sustainable, while serving the needs of all people and resources in Humboldt County.

#### **Agenda Item 6.2 – Consider the Gateway Area Plan with Emphasis on the Design and Community Benefits Chapters**

HCAOG recognizes that most, if not all, of the proposed policies in *Chapter 9: Design and Architectural Standards*, support HCAOG's planning goals and objectives. HCAOG's regional transportation objectives strongly support policies that help build and enhance walkable neighborhoods, which are built to a more natural human scale and can better serve a human pace. HCAOG's policy objectives strongly support land uses that minimize, avoid, or reverse car-oriented development, which requires more land and tends to induce undesirable driving speeds on local roads. The draft GAP's Design Standards Policies GA-9a thru GA-9s explicitly support these same objectives and are consistent with HCAOG's planning goals (Regional Transportation Plan, "Variety in Rural Options of Mobility (VROOM) 2022-2042").

#### **Agenda Item 6.3 – Review and consider the information presented regarding the Land Use Element Update**

The proposed modifications (underlined below) of draft Guiding Principles and Goals "G" and "I" are consistent with VROOM's goals to enhance infill development, which helps create a safer and better multi-modal, sustainable transportation system.

G. Encourage infill development of vacant, brownfield, and underutilized land designated for development as a way of meeting housing and employment needs without major extensions of infrastructure and services. Encourage high-density residential infill development and low parking ratios in Infill Opportunity Zones throughout the City.

I. Encourage mixed use commercial/residential areas throughout the City through encouraging residential units on upper floors in commercial areas and other available strategies.

These General Plan goals will help support HCAOG in achieving “Safe & Sustainable Transportation Targets” adopted in *VROOM*. The draft update of Arcata’s Land Use Element is specifically consistent with the following targets:

***Efficiency & Practicality in Locating New Housing***

- *(iii) Starting by 2022, 80% of all new permitted housing units are in places with safe, comfortable, and convenient access to employment, shopping, and recreation by walking, biking, rolling, or transit.*
- *(iv) Starting by 2022, all new housing contributes to a countywide reduction in per capita VMT from cars.*
- *(v) By 2023/24, all jurisdictions have adopted GP/zoning incentives for building in “highly connected” areas and for other climate-friendly housing-development. (VROOM, Table Renew-3)*

In addition, the new draft Goal “J” is consistent with *VROOM*’s adopted Equity Policies and Actions.

J. Create a welcoming, safe and racially equitable community through the promotion of racial equity, diversity, and accessibility in all City neighborhoods and land use. Achieve this by encouraging housing development and business development in and around existing activity centers, and promoting access to transit and healthy food, among other strategies brought forward by Arcata’s BIPOC community.

Goal “J” is consistent with HCAOG’s ***VROOM Policy Equity-5*** (among others):

- *Take an anti-racist, equitable approach to transportation funding and project prioritization. Position funding investments and multi-modal-transportation advocacy efforts within the framework of equity and social justice.*
- *Follow the direction of BIPOC urbanist and mobility experts to operationalize the steps required to transform systems and to promote the actions most likely to create anti-racist walkable environments. Only support projects and initiatives that address structural racism and implement anti-racist efforts.*
- *HCAOG shall prioritize projects that have been planned and designed to bring economic benefits to communities that have had disproportionately low transportation investments and/or disproportionately high transportation harms.*

**From:** [REDACTED]  
**To:** [Julie Vaissade-Elcock](#); [Scott Davies](#); [John Barstow](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Kimberley White](#); [Jennifer Dart](#)  
**Subject:** Support for Responsible Growth Arcata plan for Gateway Advisory Committee  
**Date:** Tuesday, August 9, 2022 8:30:36 AM

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Arcata Planning Commission

I support, and have signed onto, the proposal by Responsible Growth Arcata to create a Gateway Advisory Committee. The city's outreach to the community on the planning and pursuit of the Gateway plan has been inadequate, and I believe we need to regroup as an actual community so that the voices of people who live here in Arcata can be adequately heard and well incorporated into the planning process.

Thank you so much for your service.

Greg King

—  
Greg King  
President/Executive Director  
Siskiyou Land Conservancy  
[REDACTED]  
Arcata, CA 95518  
[REDACTED]

[https://linkprotect.cudasvc.com/url?  
a=https%3a%2f%2fwww.SiskiyouLand.org&c=E\\_1\\_gds8EqfkRgPOGNuYrqmQwRJpDcfd6b0CdR3OLDQZxl9E0ZcGKW6PkO8KTIRk\\_8lpAddA16ZBvW98xo9Wv18lGe5EHGHSBsbOVE6ssHnCBem\\_&typo=1](https://linkprotect.cudasvc.com/url?u=https%3a%2f%2fwww.SiskiyouLand.org&c=E_1_gds8EqfkRgPOGNuYrqmQwRJpDcfd6b0CdR3OLDQZxl9E0ZcGKW6PkO8KTIRk_8lpAddA16ZBvW98xo9Wv18lGe5EHGHSBsbOVE6ssHnCBem_&typo=1)



**From:** [REDACTED]  
**To:** [Julie Vaissade-Elcock](#); [Scott Davies](#); [John Barstow](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Kimberley White](#); [Jennifer Dart](#)  
**Subject:** Gateway Plan Advisory Committee  
**Date:** Tuesday, August 9, 2022 10:17:15 AM

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Julie and Commissioners,

As a former Commissioner I don't want to take up much of your valuable time before tonight's meeting. I would like to ask that you support the formation of a Gateway Plan Advisory Committee. Sincerely, and thank-you for the hard work that you do!  
Aldaron

Aldaron Laird  
Senior Environmental Planner

[REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**To:** [David Loya](#); [Dele Freitas](#); [Joe Mateer](#)  
**Subject:** Fwd: Gateway Plan Advisory Committee  
**Date:** Tuesday, August 09, 2022 11:14:57 AM

---

This email was just sent to me. I wanted to forward to planning staff so it's on the record.

Thanks,

Christian

Get [Outlook for Android](#)

---

**From:** Dave Meserve [REDACTED]  
**Sent:** Tuesday, August 9, 2022, 09:07  
**To:** cfigueroa@cityofarcata.org <cfigueroa@cityofarcata.org>  
**Subject:** Gateway Plan Advisory Committee

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Christian,

I am hoping that you will support the creation of a Gateway Plan Advisory Committee, at tonight's meeting.

It seems to me that an advisory committee could sort and consolidate all of the diverse opinions of residents about the Gateway Plan, and provide the Planning Commission with recommendations for a good path forward.

Thank you for all your work on the Commission

Dave Meserve

[REDACTED]

## **AUGUST 9 2022 ORAL COMMUNICATIONS**

**Greetings and thank you for all the hours you're spending on behalf of the Arcata Community**

**As you address the amenities tonight, I want to suggest you consider the following:**

- 1. State law now requires us to have objective standards against which to evaluate all proposed high-density development. These standards are formalized in the City's zoning code. Our current zoning code standards rule until new zoning standards are adopted, as Commissioner Mayer pointed out and was confirmed by staff at the last meeting.**
- 2. Our task is to develop those objective standards. That task doesn't require a form-based code with ministerial decision-making, as David Loya has acknowledged in the past. We can simply develop objective standards and retain our customary Planning Commission and City Council review.**
- 3. The key, then, is developing very specific objective standards that will realize the vision expressed by the public.**
- 4. As you review the "amenities" listed, you might simply wish to determine which so-called "amenities" are actually the objective standards we want to incorporate into our new zoning code, and are not optional (or identify those that are optional if they are truly optional).**
- 5. Also, recognize that the guidelines and current subdivisions within the Draft Gateway Plan are simply a proposal at this time, and also not written in stone. We can modify them to reflect our values and needs.**

**Thank you."**

**Jane Woodward** 

## Keala Roberts

---

**From:** [REDACTED]  
**Sent:** Tuesday, August 09, 2022 3:49 PM  
**To:** David Loya  
**Subject:** Letter For Planning Commission with Links  
**Attachments:** housing affordability letter.pdf

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello David,

Attached is the letter for tonight's planning commission meeting from HAR. Someone will be in to read it in the record but I wanted the commission to have access to the links and sited information. Please let me know if you have any questions.

Thank you,

*Kristen Crooks*

Executive Assistant/Government Affairs Director  
Humboldt Association of Realtors  
527 W. Wabash Avenue  
Eureka, CA 95501  
Phone: 707-442-2978  
Cell: [REDACTED]



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Joshua Cook

**PRESIDENT-ELECT**

Ruthie Jones

**SECRETARY/TREASURER**

Bryn Coriell

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Mike Novak

Joanie Frederick

Lauren Smith

Jeremy Stanfield

Somer Wallan

Hannah Winans

**AFFILIATE LIAISON**

Lisa Hall

**EXECUTIVE OFFICER**

Kristen Kelley

August 9, 2021

Arcata Planning Commission

736 F Street

Arcata, CA 95521

RE: Community Benefits of the Arcata Gateway Area Plan and Ownership Opportunities

Dear Arcata Planning Commission,

**Please consider adding at least a 10% requirement of owner-occupied units to the Arcata Gateway Plan.**

It is no secret that our County and State are experiencing a housing crisis. Coupled with rising home and rental prices members of our community are being priced out of house and home at a much higher rate. A recent article in the Time Standard stated:

“A county resident would need to make \$21.38, or \$44,480 annually, to afford a \$1,112 rental, according to 2022 Out of Reach report by the National Low Income Housing Coalition. The report prices a two-bedroom rental at \$1,112, but one-bedrooms in Humboldt County range from \$825 to over \$2,000 with most priced over \$1,000. Two-bedroom rentals start around \$1,200, with few options available at that price.”

Beyond the national rise in sale prices post-pandemic, statistics indicate that Humboldt County's prices rose faster and higher than the national and state averages. In June of 2022 C.A.R. (California Association of Realtors®) reported the median home price in Arcata was \$510,000, with a median of nine days on the market, and only ten active listings. To be clear to afford a \$430,000 home a household would need to make at least \$85,000 annually, while the 2020 census report places the median household income at \$49,235.

We feel the Arcata Gateway Area Plan aligns with the goals of alleviating some strain of the housing crisis in Arcata, but at some point, we must stop reacting and start



planning for more than just our current problems. Creating more supply with diversity in price range will help alleviate rising home prices and provide a pathway to the best way to build generational wealth, through homeownership.

In the 2019-2027 Arcata Housing Element Arcata states “It is the goal of the City of Arcata to provide housing opportunities for people of all income levels through the development of a wide range of housing types and the preservation of existing housing”.

It is already written into HE-1, the first policy mentioned in the 2019-2027 Arcata Housing Element to encourage a wide range of housing types. California’s homeownership rate is 54.8% significantly higher than the 36% in Arcata. While encouraging homeownership opportunities is a great start, without requirements the City is left open to large corporations leaching money out of our County and into their own communities. By requiring ownership opportunities in the Arcata Gateway Area Plan, developers will work with the community to raise the ownership rates, create more diverse housing, and help increase the families net worth.

While home ownership is the best way to build generational wealth for families, it also helps by funding our schools. 62.6% of property taxes in Humboldt County currently go towards funding our schools. An estimated over \$45 million dollars (2021-2022) by the Humboldt County Budget will come from property taxes alone. When we require more ownership opportunities, we help increase the budgets for maintaining classrooms, staffing our schools, and events students have missed out on for years. When Habitat for Humanity conducted a [study on the beneficial impacts of homeownership](#), they found higher rates of homeownership increased graduation rates, good health in children, and net family worth while simultaneously decreasing children’s behavioral problems, reliance on government, and even asthma.

We ask the Arcata Planning Commission to consider adding a minimum of 10% ownership opportunities in the Arcata Gateway Area Plan to encourage financial growth in the community, produce more revenue for the School Districts, and help solve our housing crisis. Thank you for addressing the concerns of our community.

If you have any questions or would like information on the data shown, please contact:

Kristen Crooks

Government Relations Liaison, Humboldt Association of Realtors

707-4[REDACTED]

[REDACTED]

Sincerely,

Joshua Cook

Humboldt Association of Realtors®

2022 President



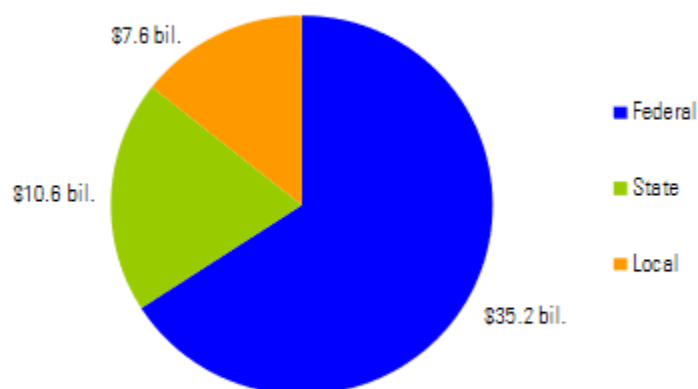
Studies/ Articles on the Social impact of Homeownership:

- [Habitat for Humanity Beneficial impacts of Homeownership: a research summary](#)
- [National Association of Realtors Social Benefits of Homeownership and stable housing](#) 2016
- [National Association of Realtors social and Economic Benefits of Building More Housing](#) 2021
- [Statement from Secretary Marcia Fudge on Black Homeownership Remaining Lower than a Decade ago](#)
- [By 2040, the US Will Experience Modest Homeownership Declines. But for Black Households, the Impact Will Be Dramatic.](#)
- [National Library of Medicine: Impact of Low and Moderate Wealth Homeownership on Parental Attitudes and Behavior](#)

<b>Economic Impact of New Construction</b>		
<b>Impact for every \$1 Million of Direct Spending</b>		
<b>Property Type</b>	<b>Employment</b>	<b>Tax Revenue</b>
Multifamily	19.6	\$359,000
Single Family	17.6	\$347,000
Highways and Streets	14.4	\$303,000
Notes: Taxes include combined local, state and federal revenues; constant 2019 dollars		
Sources: IMPLAN, RCG		

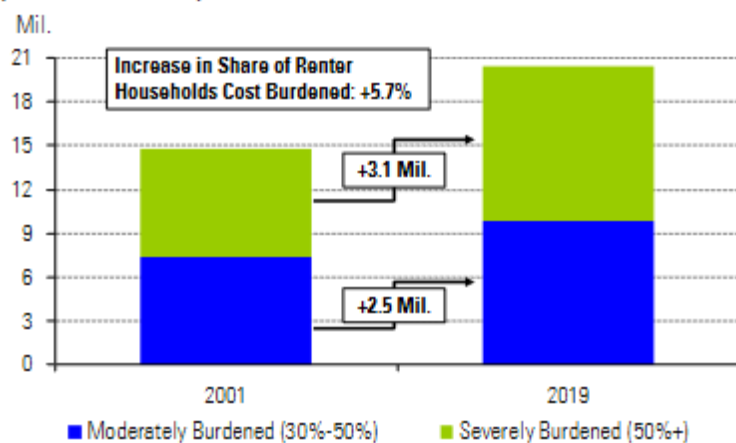
## Tax Revenue Generated by Source

### Annual Fiscal Impact of 550,000 Additional New Homes



Note: Constant 2019 dollars  
Sources: IMPLAN, RCG

## Cost Burdened Renter Households (Share of Income)

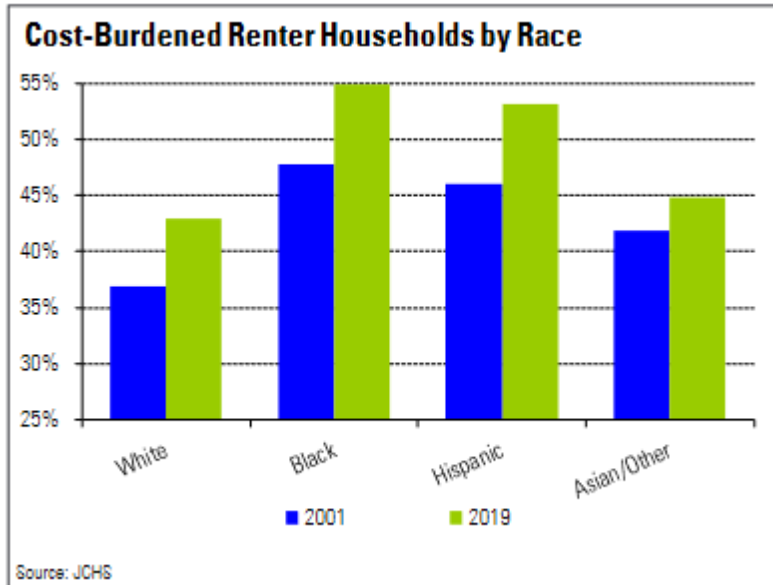



Sources: JCHS, RCG



# HUMBOLDT

ASSOCIATION OF REALTORS, INC.



**From:**   
**To:** [Jennifer Dart](#)  
**Subject:** [QUAR]  
**Date:** Wednesday, August 10, 2022 6:31:25 PM  
**Importance:** Low

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Jennifer,  
Just a quick email regarding support for the Arcata Gateway Advisory Group. Please recommend and support the group to others members; Chair, Vice-chair as well as others in the City of Arcata group. Thank you for supporting the Arcata Gateway Advisory Group. The group should have a seat at this table in determining the future of the City.

Thank you,  
Laura Estetter



**From:** [REDACTED]  
**To:** [Julie Vaissade-Elcock](#); [Scott Davies](#); [John Barstow](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Kimberley White](#); [Jennifer Dart](#)  
**Subject:** Please Establish the Gateway Plan Advisory Committee  
**Date:** Wednesday, August 10, 2022 9:47:03 AM

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Dear Planning Commissioners:

This is to convey my full support for establishing a Gateway Plan Advisory Committee. The intention of this Advisory Committee is to assist the City of Arcata in developing a high-quality Gateway Plan that is community-led and reflective of Arcata's vision for its future. Many flaws have been described in the draft plan, with Dr. Andrea Tuttle's the most comprehensive I am aware of. An advisory committee composed of civic-minded, dedicated, and well-informed individuals can help ensure that this large development project becomes an asset to Arcata citizens rather than a burden and an eyesore.

Thank you,

Randy Klein

[REDACTED]  
Arcata, CA 95521

## Delo Freitas

---

**From:** Keala Roberts  
**Sent:** Friday, August 12, 2022 3:37 PM  
**To:** David Loya; Delo Freitas; Jennifer Dart  
**Subject:** FW: Form-Based Code Confidential

FYI

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**From:** Anna Brooks  
**Sent:** Friday, August 12, 2022 3:27 PM  
**To:** COM DEV <comdev@cityofarcata.org>  
**Subject:** Form-Based Code Confidential

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Greetings Sir Loya,

Thank you kindly for the email, and all that you do for our fair city. I look forward to following your progress. Please let me know if there's anything at all I can do to be of assistance. Keep up the good work. See you soon.

Yours Truly,

[Redacted Signature]

Sent from [Mail](#) for Windows

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**From:** [City of Arcata - Community Development Dept.](#)  
**Sent:** Friday, August 12, 2022 3:14 PM  
**To:** [Redacted]  
**Subject:** Resources on Building Height & Form-Based Code

[View this in your browser](#)

Good Afternoon and Happy Friday,

Leading up to the August 23<sup>rd</sup> study session of the Planning Commission and City Council, we have some resources to share on building height and other elements of creating a form-based code.

- Community Development Director David Loya's presentation on building height and massing is up on the City's YouTube page, [here](#). Check [the SIRP playlist](#) to see same video in "modules" broken up by topic. A similar but shortened version will be presented at the study session on the 23<sup>rd</sup>.
- As a reminder, additional info on building height will be presented by Ben Noble, the City's Form-Based Code consultant, at the August 16<sup>th</sup> session, and we will be doing live polling with participants throughout. We hope to see you there and we appreciate your help in spreading the word! Ben's presentation will be recorded. His previous presentation was also recorded and is available on the [City's YouTube page](#). Find more info on the August 16<sup>th</sup> session on the City's [SIRP engagement page](#).

Sincerely,  
David Loya  
Community Development Director

You are receiving this message because you are subscribed to Long-Range Planning & Community Visioning on [www.cityofarcata.org](http://www.cityofarcata.org) To unsubscribe, click the following link:  
[Unsubscribe](#)

**From:** [REDACTED]  
**To:** [COM DEV](#); [Delo Freitas](#)  
**Subject:** Support for the Gateway Plan and increased housing density  
**Date:** Friday, August 12, 2022 11:11:05 AM

---

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear City Council and Community Development Staff:

I and my household (3 adults) are in full support of the Gateway Plan and increasing housing through density, infill, and lifting height restrictions as outlined very reasonably in the proposed plan. I am aware that a very organized minority of long-term residents have consistently blocked plans for smart growth and couldn't disagree with them more vehemently. The very lack of racial diversity of the anti-housing group speaks to their being mired in the past.

As a Black member of this community who has relationships with the full racial diversity of our city, I know that the overwhelming majority of us support the Gateway Plan and other efforts to increase housing accessibility. We desperately want to make this place our home. And we each know far too many people of color who leave because they can't find housing. We're just not as organized or vocal as those who don't seem to want to make space for us using such language as "protecting/maintaining the 'culture' of the city" or its "safety". These and other phrases are all synonyms for maintaining the status quo of a devastating housing shortage.

We need more housing as soon as possible for low- and moderate-income residents, students, working class people; and so our children can afford to live here in the future. I'm aware this is more than a local issue, but I'm also aware that we can make a change here if we have the political will.

Please support this well thought out, equitable, plan with no modifications that significantly reduce planned housing units.

Thank you,

**Ron White**  
[REDACTED]  
**Arcata, CA 95521**

C | [REDACTED]  
W | [hafoundation.org](http://hafoundation.org)

S | [twitter](#) | [facebook](#) | [@HumboldtAreaFoundation](#)

Support local nonprofits · [View list of North Coast Association of Nonprofits ›](#)

Support funds at HAF + WRCF · [Learn more about HAF + WRCF Funds ›](#)



**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [Brett Watson](#); [Sarah Schaefer](#); [Stacy Atkins-Salazar](#); [Meredith Matthews](#); [jbarstow@citofarcata.org](mailto:jbarstow@citofarcata.org); [Scott Davies](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Julie Vaissade-Elcock](#); [Kimberley White](#); [David Loya](#); [Delo Freitas](#); [Alex Stillman](#)  
**Subject:** gateway comments for 8/16/22  
**Date:** Sunday, August 14, 2022 1:57:50 PM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

To City Council, Planning Commission and Planning Department Staff:

Thank you for your thorough and thoughtful community outreach and engagement. I may not be able to attend and be polled at the gateway meeting on Aug 16, so here are my opinions and feedback.

I fully support:

- Infill and increased density in the Gateway Area
- Strong, safe, segregated bike and pedestrian lanes and increased public transit
- The K/L couplet with preservation of L street trail next to one way vehicular traffic on L
- Mixed income housing
- Strong requirements for electrification of buildings, charging stations, heat pumps and all climate adaptations possible

I am concerned about:

- Sea level rise and the Barrel district. My current understanding is that it is OK from the standpoint of actual sea rise but buildings might not be insurable. I assume that the EIR and the Coastal Commission will resolve those questions. If higher buildings cannot be built there, maybe that can be a recreational area.
- Unreasonable delays in this process when development is important for climate, housing, equity and state mandates/funding. Being careful and responsive to the community is important but sometimes objections can be about stalling the project as a whole. It is challenging as a resident to stay involved and attend so many meetings. Many hard working residents do not have the time to keep coming to meetings to weigh in. Please conclude this process ASAP.

As for building height, I am actually OK with 8 stories in the Barrel District (if deemed safe). I prefer some areas to be denser with more green space. But I think 8 stories is so unacceptable to many that it could kill the whole thing. So-probably best to lower from 8 stories. I am fine with 4-5 stories in other areas if sun shading is carefully addressed and placement is carefully considered.

Thank you for taking my input.

Cathy Chandler-Klein, MFT

## Delo Freitas

---

**From:** Engineering Dept  
**Sent:** Monday, August 15, 2022 11:02 AM  
**To:** David Caisse; Joe Bishop; Delo Freitas  
**Subject:** FW: alternative solution

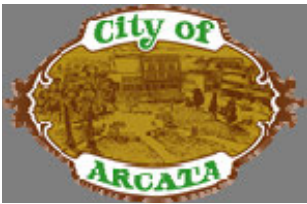
Good Morning,

Saw this public comment in the engineering email. Thought it might be of interest to you all.

Thank You,

Victor Garcia

Code Compliance/Permit Technician  
City of Arcata - [www.cityofarcata.org](http://www.cityofarcata.org)  
Office: (707) 825-2156  
[vgarcia@cityofarcata.org](mailto:vgarcia@cityofarcata.org)



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**From:** D Duncan [REDACTED]  
**Sent:** Thursday, August 11, 2022 10:04 AM  
**To:** Engineering Dept <[engineering@cityofarcata.org](mailto:engineering@cityofarcata.org)>  
**Subject:** alternative solution

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello

Someone has probably already thought of this but just in case, here it is.

As an alternative to developing L Street as a oneway thoroughfare, and upsetting some people who don't want that, here is another option.

Use I Street as the oneway route through town for northbound traffic from Samoa to 11th Street. Most of that street is already commercial and the blocks between 11th and 8th could be developed much the same as H Street has been developed within those same blocks.

K Street could become a oneway for southbound traffic with a bike lane, etc.

At 11th & I Street, the northbound traffic could turn left onto 11th Street (perhaps with a roundabout) and turn right at 11th and K for continuing on towards Alliance as it is now.

This solution would require the least disturbance of the existing, it seems to me. It leaves L Street for development as a beautifully landscaped area for pedestrians bikes and walkers that could dramatically showcase the new Gateway District.

A new light would probably be needed at Samoa and I Street, but improvements there are needed anyway, for I Street is the entry to the Marsh, which could also be showcased appropriately with a new intersection. The State pays for stoplights, don't they, since Samoa is a public highway?

I know these things take years to bring about, but it would be a good idea meanwhile to improve the safety at 7th Street and K where there is no setback of the building on the southeast corner. If the K Street curb there were painted red for 40' or so, the 7th Street traffic would have a better chance of seeing oncoming traffic before entering. It's an awful intersection as you know.

Let me know what you think.

Daniel Duncan

## Delo Freitas

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**From:** Brad Finney [REDACTED]  
**Sent:** Monday, August 15, 2022 10:25 AM  
**To:** Stacy Atkins-Salazar; Sarah Schaefer; Meredith Matthews; Alex Stillman; Brett Watson; dloya@cityofarcata.com; Jennifer Dart; Delo Freitas; Karen Diemer  
**Subject:** Support for establishing a Gateway Plan Advisory Committee

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Arcata Council Members and Staff

Hi. First off, thanks to all of you for your service to the City of Arcata. As a resident of Arcata for the past 43 years, I value the slow(er) paced lifestyle of our community, and the thoughtful planning that has resulted in moderate development that "fits in" over the past four decades. Arcata has often used citizen advisory committees to help guide the planning of major projects within the City. Along with a number of other citizens that had a remarkably diverse background, I served on such an advisory committee in the 1980s when the City was planning on upgrading the waste treatment facility. Our committee was instrumental in developing a facility planning document that incorporated input from a wide array of stakeholders (customers) that ultimately diffused a number of contentious issues and resulted in the waste treatment facility that has served the community for the past 35 years. I would encourage you to adapt the same sort of strategy for the Gateway Development Plan, using a citizen based advisory committee working with City staff to a plan that identifies and then addresses the range of opinions and concerns the community has concerning this issue. While it might seem like a detour to slow the process down while the advisory committee works, I believe that ultimately the resulting plan will be better supported by the community and implementation of the new development will be smoother and quicker.

Thanks for considering this request.

Brad Finney

--

Brad Finney  
Professor, Environmental Resources Engineering Cal Poly Humboldt, Arcata, CA 95521

**From:** [REDACTED]  
**To:** [City Manager's Office](#)  
**Cc:** [REDACTED]  
**Subject:** Will you please forward this e-mail to Members of the City Council for me?  
**Date:** Monday, August 15, 2022 9:56:33 PM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear City Manager and Members of the City Council,

I am writing in regard to the City Council meeting on Wednesday, August 17 regarding the proposed Gateway Project. I have many concerns regarding the safety, size, scale, appropriateness and wisdom of the project as it is being proposed. I have participated in several surveys, toured the area and written letters but I do not feel like the city (ie: David Loya) is addressing the legitimate concerns being expressed.

The City Council is elected to represent the citizens of Arcata and I hope you will. I have not spoken with anyone in favor of this plan as it is being put forth. There are numerous issues that have not (and perhaps currently cannot) be addressed. I am specifically wondering how Cal Poly buying up so much of the available building land in Arcata will impact housing demand, public safety, traffic, parking, water and sewer usage, police and fire staffing and equipment, local infrastructure (our roads are already in desperate need of maintenance)...and who will be paying the tab? Is it true that state owned buildings don't pay taxes? So...who's going to pay for all the increased demand? Me? You? Has this been studied at all?

Add in the Gateway Project and the above questions intensify explosively.

To me, it is unrealistic and irresponsible to try to incorporate all these unknowns into ramming the Gateway Project into the City's 2022-2023 General Plan. Much more time is needed to come up with a reasoned, informed, rational approach to growth and expansion that factors in Cal Poly as well as the many valid and thoughtful concerns shared by the Arcata Community about the Gateway Project.

We all love this place. Please ensure that our community receives the respect it deserves.

Sincerely,

Stephanie McCaleb  
Citizen of Arcata

## Keala Roberts

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**From:** caroline murphy <[REDACTED]>  
**Sent:** Monday, August 15, 2022 7:40 AM  
**To:** COM DEV; Stacy Atkins-Salazar; Sarah Schaefer  
**Subject:** support for Gateway Plan

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear City of Arcata,

I am writing to express my support for the Gateway Plan. I deeply appreciate the work that has gone into planning for the inevitable growth of our city. I am in full support of the idea of infill rather than sprawling new development. Above all else, I am concerned about climate change. We have a clear responsibility to minimize carbon emissions, maximize carbon sequestration, and mitigate the adverse effects of climate change. As such I am advocating for

1. Walkability for all ages and abilities, including integration of shops close to any new housing as well as safe passage across increasingly busy roads. People living in the Gateway Area should be able to easily walk to downtown Arcata as well as to The Marsh.
2. Bicycle safety, especially using bike lanes that are separated from car lanes by some kind of greenway or divider.
3. Useful public transit- more frequent, smaller vehicles may be appropriate.
4. Preservation and creation of green spaces including lots of tree planting. Trees are beautiful, sequester carbon, cool surrounding areas, and make outdoor spaces enjoyable.
5. Roof-top solar collection for energy.

Thank you very much for working on this important plan!

Sincerely,

Caroline Murphy, resident and property owner

[REDACTED] Arcata CA



## Delo Freitas

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**From:** Nancy Rehg [REDACTED]  
**Sent:** Monday, August 15, 2022 10:07 AM  
**To:** Stacy Atkins-Salazar; Sarah Schaefer; Meredith Matthews; Alex Stillman; Brett Watson; dloya@cityofarcata.com; Jennifer Dart; Delo Freitas; Karen Diemer  
**Subject:** Gateway Plan advisory committee/ task force

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Mayor Stacy Atkins-Salazar

736 F Street

Arcata, CA 95521

Mayor and Councilmembers,

I am in support of the recommendation to convene a special Gateway Plan advisory committee/ task force to focus on the Gateway Plan and be responsive to the public and assist the Planning Commission and City Council. A special advisory committee /task force would likely improve the public process and enhance the ultimate quality of the final plan. For example, in the past, the city benefited from council-appointed task forces such as the Arcata Task Force, the Plaza Improvement Task Force, the Solid Waste and Recycling Task Force, Aero Waste Task Force, General Plan 2020 Environmental Policy Task Force, Design & Historical Preservation Task Force, etc.

I support quality infill development and many aspects of the Gateway Plan. But, I believe there are many assumptions and unanswered questions that the community and you as decision makers will need to have clarity on before a plan of this magnitude is approved. From what I have seen thus far, the proposed Plan is far too large in scope and scale and potentially risky to the financial stability of the City. I would like the advisory committee ( and the Planning Commission and staff) to analyze scaled-down or light to moderate versions of the Gateway Plan in hopes of finding the "sweet spot" that the community can embrace and the City Council can support. An advisory committee would be able to vet a reasonable range of options that would hopefully reflect the communities objectives of how Arcata should grow and look in the future.

Sincerely,

Nancy Rehg  
[REDACTED]

## Delo Freitas

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**From:** Lisa Pelletier [REDACTED]  
**Sent:** Monday, August 15, 2022 1:13 AM  
**To:** David Loya  
**Cc:** City Manager's Office; Kimberley White; Julie Vaissade-Elcock  
**Subject:** Re: Follow-up questions

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello All,

Just a heads up: I have revised my opinion on the Gateway Plan after reading Michael Machi's article regarding sea level rise and impact to our wastewater treatment plant in the MRU recently. I now think that the Gateway project should be shelved until we solve the issue of where to relocate the wastewater treatment plant, critical facilities and businesses from South of Samoa and West of Old Arcata Road. Please see my most recent letter (from today) on this topic, and would appreciate if you would include it. Thank you.

On Thu, Aug 4, 2022, 11:18 PM Lisa Pelletier [REDACTED] wrote:  
Hello David,

Thanks again for taking the time to answer my questions regarding the Gateway Plan (re: our convo over the phone). I have some follow-up questions:

1) You mentioned that you've singled out the Gateway Area, Craftsmen's Mall area, and Valley West as "opportunity zones"? What did you mean by that? Is this part of the Trump-era/Republican-led 2017 Tax Cuts and Jobs Act which promised "to drive billions of dollars of investment into the country's most disadvantaged and most vulnerable neighborhoods"? Are you aware that wherever these so-called "opportunity zones" have been implemented, people of color have been displaced en masse from communities where they've had a large presence? Or are you using this terminology in another way that I'm not familiar with? If the latter is the case, it seems a bit strange that you would choose that particular terminology.

2) As incentives to attract developers, do tax breaks on capital gains (or any tax breaks whatever) have a role in this project?

3) According to a 2019 report by SAGE, an affordable housing advocacy group based in Los Angeles, "Boosters promised Opportunity Zones would help bring capital to the neighborhoods that most need it, but in reality allow wealthy investors to benefit from huge tax breaks while they speculate at the expense of the most vulnerable communities." Speculation is a real problem when it comes to driving up rents and land values. Is there anything in the draft plan that addresses speculation, whether in "opportunity zones" or just with owners keeping a vacant property off the market until the price is right to sell?

FYI: I listened to the PlanCo meeting last night, and I agree with Julie and Kimberley that "community benefits" should not be linked to incidentals that should be standard expectations of developers. Rather, they should be tied to traditional community benefits, such as affordable housing. And the percentages of the latter are way too low, even at 20%. If we're to give up some of the "character" of Arcata to allow for higher stories/density, we need to get something back in spades that is beneficial to the community. For me, this means a greater percentage of affordable housing (at least 25%) than you're willing to consider at present.

Let's get real. We can't begin to achieve equity without a higher percentage of affordable housing. So I'd like to hear that breakdown in percentages as soon as feasibly possible. In fact, it's far more important to me than deciding on the number of stories.

I appreciate all your hard work. And I've tried to keep my questions brief (down to 3) because I know how busy you are. I appreciate your time.

Lisa

**From:** [REDACTED]  
**To:** [DeLo Freitas](#); [Jennifer Dart](#)  
**Subject:** Fyi: Please heed Michael Machi's warning re: sea level rise, the wastewater treatment plant and Gateway Plan  
**Date:** Monday, August 15, 2022 8:34:26 AM

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Alex Stillman  
707-845-3900  
iPhone

Begin forwarded message:

**From:** Lisa Pelletier [REDACTED]  
**Date:** August 15, 2022 at 12:39:21 AM PDT  
**To:** Stacy Atkins-Salazar <satkinssalazar@cityofarcata.org>, Sarah Schaefer <sschaefer@cityofarcata.org>, Meredith Matthews <mmatthews@cityofarcata.org>, Alex Stillman <astillman@cityofarcata.org>, Brett Watson <bwatson@cityofarcata.org>, Kimberley White [REDACTED], Julie Vaissade-Elcock <julieve@cityofarcata.org>, John Barstow <jbarstow@cityofarcata.org>, Christian Figueroa <cfigueroa@cityofarcata.org>, Judith Mayer <jmayer@cityofarcata.org>, Dan Tangney <dtangney@cityofarcata.org>, Scott Davies <sdavies@cityofarcata.org>  
**Cc:** Karen Diemer <kdiemer@cityofarcata.org>, David Loya <dloya@cityofarcata.org>  
**Subject:** Please heed Michael Machi's warning re: sea level rise, the wastewater treatment plant and Gateway Plan

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Members of the Arcata City Council and Planning Commission,

I respectfully request that you take the time to read this article by Michael Machi which appeared in the MRU in March, regarding sea level rise and our wastewater treatment plant. I just discovered this piece recently while doing a bit of research, and I think it's imperative to understand that sea level rise could happen a lot faster than any of us think or are prepared for - and could be disastrous for the health and safety of every resident in Arcata.

Here's the link to the article:

<https://www.madriverunion.com/articles/arcata-is-heading-up-the-proverbial-creek-without-a-plan/>

I totally agree with Michael's suggestion that the Gateway Plan should be shelved for the time being, at least until we've decided where to relocate our wastewater treatment plant and the businesses south of Samoa and West of Old Arcata Road. If the state is breathing down your necks to get housing built, then go ahead and build the minimum number of units required by the state, but no more! And hopefully, find more stable ground to build on if you're able, and keep it to 4 stories or less.

I watched the last PlanCo meeting, and I agree with Kimberley White and Greg King that we're putting the cart before the horse by rushing this plan through without more input from the community and considerable thought ("before we know what's feasible").

Please get a survey together and send it to every household in Arcata. And, whatever you do, don't forget to mention the problem with the wastewater treatment plant, sea level rise and finding out how much density our infrastructure can withstand. People need to be aware of what's at stake (I wasn't until I saw this article!).

I also agree with everything Gregory Daggett had to say, including and especially his observation: "What do the professionals say? And where's the study that says (this much density) is safe? You don't put high buildings on a mud service."

I realize staff has put a lot of time into this project, and it pains me as much as anybody to have to shelve it, but we need to get it right, or we'll end up paying a heavy price down the road. So let's consult with the professionals and do any studies needed to determine how much added density our infrastructure can handle. I suggest you quickly assemble a task force/ advisory board made up of experts in wastewater treatment, wetlands, civil engineering, etc, and any other field of expertise you can find. Fortunately, we have a wealth of expertise in our community due to our association with Cal Poly. Please bring in these professionals and I suggest you include climate change expert Aldaron Laird. (How do you think we got the state's most innovative sewage treatment facility in the first place?)

Finally, we can't even begin to address the Gateway Plan without knowing where we're going to relocate the wastewater treatment facility and vulnerable businesses. You may need to reserve the Barrel District and southern boundary of the Gateway for this purpose.

So please, please, please consider Michael Machi's suggestions before you start debating any other aspect of the Gateway Plan. Here they are:

"I would respectfully suggest that Arcata Planners start now:

1. By hiring the best experts available and by gathering all stakeholders

together such as Caltrans, PG&E, South of Samoa business owners and residents, California Highway Patrol, etc. to determine all the rebuilding site requirements necessary for relocation for each different type of critical infrastructure (with Arcata's sewage treatment facilities being the very highest priority), and the businesses and residences.

2. Draw us a map designating where, within the City of Arcata's Sphere of Influence, all of most viable sites for relocating the abovementioned list, and don't leave Arcata UP THE PROVERBIAL CREEK WITHOUT A PLAN!"

As Michael points out, the time to act is NOW. In the worst case scenario, the sewage treatment plant could be inundated in as little as 5 years! So there's no time to lose. Please act now to protect the health and safety of all your constituents. IMHO, that's your first and foremost duty as council members, so please start taking this seriously. And thank you for all you do!

Lisa Pelletier

Arcata resident



Arcata, CA 95521



## Delo Freitas

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**From:** Len Wolff <[REDACTED]>  
**Sent:** Monday, August 15, 2022 3:57 PM  
**To:** COM DEV  
**Cc:** Delo Freitas; David Loya  
**Subject:** Gateway Project

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I am writing in support of the City of Arcata's Gateway Project. While this plan is not perfect, no plan is perfect. Much of the opposition appears more satisfied with maintaining zero growth which benefits only those who currently own, rather than smart growth, with a focus on equity, multi-family units on infill space, and reasonable vertical growth as this plan outlines. It is time that the privileged few acknowledge their privileges and stop hoarding these privileges. We need to look beyond our stated intentions and pay attention to the larger outcomes.

City staff has worked hard to put this together in ways that will benefit the larger community with an emphasis on equity and I support the Gateway Project.

Thank you for taking the time to consider all the feedback and information,

Len Wolff  
[REDACTED]  
Arcata, Ca. 95521

**Keala Roberts**

---

**From:** Tina Garsen [REDACTED]  
**Sent:** Monday, August 15, 2022 7:54 PM  
**To:** dfteitas@cityofarcata.org; Joe Mateer; David Loya; astillman@cotyofarcata.org  
**Subject:** Gateway project

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Please reconsider this project. We do not have the infrastructure to support such a dramatic increase in population so quickly. Yes we need more housing but this is not a logical course of action.

Respectfully,  
Tina Garsen

Sent from my iPhone

**From:** [REDACTED]  
**To:** [David Loya](#); [Julie Vaissade-Elcock](#); [John Barstow](#); [Scott Davies](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Kimberley White](#); [Delo Freitas](#); [Jennifer Dart](#)  
**Subject:** For who? Re: Further Re: Questions re Gateway Area Plan for public event August 16  
**Date:** Tuesday, August 16, 2022 6:47:59 PM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

At this point in the online meeting my impression is that this is an offensively elitist process with the intention of excluding people of lower incomes from the Gateway Area.

Bruce

On Tue, Aug 16, 2022 at 6:32 PM Bruce LeBel [REDACTED] wrote:  
Further questions re the GAP:

Given the need and requirements for low-income housing and ultra-low-income shelter in Arcata, what is the flexibility in the Form-Based Code for provision of low-income housing and ultra-low income shelter. (Note: IF the FBC is ultimately a means to preclude low-income housing and ultra-low-income shelter, then I will be a vocal opponent of both the GAP and the FBC basis.)

Bruce LeBel

On Mon, Aug 15, 2022 at 10:09 PM Bruce LeBel [REDACTED] wrote:  
Hello David and Commissioners,

Here are my questions for the public event on Tuesday August 16 regarding the Gateway Area Plan:

1. What are all of the requirements for increasing infrastructure capacity that are raised by the magnitude of proposed new development? e.g. waste treatment.
  1. Related: How will the capital be provided for the infrastructure capacity increases that are required by the magnitude of proposed new development?
2. What are the projections for sea-level rise that would affect the GAP geography?
  1. Related: What is the mitigation required to avoid the maximum projected statistically-possible water incursion for the next 100 years?
3. What are the controls that the city has regarding Cal Poly Humboldt to preclude inappropriate development by CPH and increased requirements for unfunded services and infrastructure?
  1. E.g Recently a 20+acre parcel on the west side of the city that has been designated for senior housing and for which a locally-run group had established a letter of intent with the owners was just sold to CPH for a ridiculously high price, shutting out the designated use of that parcel that was in process of being fulfilled.
  2. Relative to the GAP plan and parcels, how can the city manage the behemoth that CPH has become?

Thank you for your consideration and responses to these questions.

With my appreciation for your service to our city,  
Bruce LeBel

[REDACTED]

Arcata

[REDACTED]

## Keala Roberts

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**From:** Lisa Pelletier [REDACTED]  
**Sent:** Tuesday, August 16, 2022 3:44 PM  
**To:** COM DEV  
**Subject:** Please heed Michael Machi's warning (re: sea level rise & wastewater treatment plant)

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Community Development Team,

I appreciate all your hard work, but please note that I have revised my opinion on the Gateway Plan upon further thought, especially after finding Michael Machi's article in the MRU regarding sea level rise and the potential impact to our wastewater treatment plant. I now think that the Gateway Plan should be shelved until we solve the issue of where to relocate the sewage treatment plant, critical infrastructure and businesses south of Samoa and West of Old Arcata Road.

I respectfully request that you read the article in its entirety. Here's the link:

<https://www.madriverunion.com/articles/arcata-is-heading-up-the-proverbial-creek-without-a-plan/>

I think it's imperative to understand that sea level rise could happen a lot faster than any of us imagined or are prepared for, and could potentially devastate the best laid plans (not to mention our infrastructure). Also, climate scientists project that California will be subjected to greater and more frequent mega floods in the years to come. The time to prepare is NOW!

Therefore, please, please, please heed Michael Machi's advice(!):

"I would respectfully suggest that Arcata Planners start now:

1. By hiring the best experts available and by gathering all stakeholders together such as Caltrans, PG&E, South of Samoa business owners and residents, California Highway Patrol, etc. to determine all the rebuilding site requirements necessary for relocation for each different type of critical infrastructure (with Arcata's sewage treatment facilities being the very highest priority), and the businesses and residences.

2. Draw us a map designating where, within the City of Arcata's Sphere of Influence, all of most viable sites for relocating the abovementioned list, and don't leave Arcata UP THE PROVERBIAL CREEK WITHOUT A PLAN!"

If the state is breathing down your necks to get housing built, then go ahead and build the minimum number of units required by the state, but no more! And hopefully, find more stable ground to build on if you're able, and keep it to 4 stories or less. I no longer support building higher than that!



And, as Michael suggests, get an advisory board together made up of professionals, like civil engineers, wastewater treatment, wetlands and climate change experts (like Aldaron Laird, etc.).

As Michael points out, the time to act is NOW. In the worst case scenario (i.e. the "Doomsday glacier" melts), the sewage treatment plant could be inundated in as little as 5 years! So, you may need the southern portion of the Gateway area to relocate those businesses and critical infrastructure.

Please act now to protect the health and safety of Arcata residents. Thank you.

Sincerely,  
Pelletier

Lisa  
Arcata resident

## Keala Roberts

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**From:** Richard Salzman [REDACTED]  
**Sent:** Tuesday, August 16, 2022 1:32 PM  
**To:** COM DEV  
**Subject:** Gateway plan

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Please record my support for the gateway plan, in particular for the proposed densities and other aspects of the project that will be important to fight climate change!

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Sent from my phone. Please excuse typos.

**From:** [REDACTED]  
**To:** [Stacy Atkins-Salazar](#); [Sarah Schaefer](#); [Meredith Matthews](#); [Alex Stillman](#); [Brett Watson](#); [dloya@cityofarcata.com](mailto:dloya@cityofarcata.com); [Jennifer Dart](#); [DeLo Freitas](#); [Karen Diemer](#)  
**Subject:** Please approve request to establish a Gateway Plan Advisory Committee  
**Date:** Tuesday, August 16, 2022 3:17:55 PM


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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello Council members and city staff,

I am requesting approval of the proposed Gateway Plan Advisory Committee to assist the city in planning the development of the Gateway area. It is important there is a citizen group involved to improve transparency, trust and community buy-in. This development will have a huge impact on Arcata, essentially doubling the year round population of people and cars. The city staff cannot begin to know or identify all the potential impacts of such a significant face-changing development, and the Gateway Plan Advisory Committee provides the citizens of Arcata a meaningful process by way to understand and participate. Thank you.

Respectfully submitted,  
Ann Warner  
Arcata, CA

**From:**   
**To:** [Stacy Atkins-Salazar](#); [Sarah Schaefer](#); [Alex Stillman](#); [Meredith Matthews](#); [Brett Watson](#); [City Manager's Office](#)  
**Subject:** An Open Letter to the Arcata City Council on the Arcata1.com website  
**Date:** Tuesday, August 16, 2022 11:34:39 AM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

**To:** Honorable Mayor Stacy Atkins-Salazar, Vice-Mayor Sarah Schaefer, Arcata City Council Members Alex Stillman, Brett Watson, and Meredith Matthews, and Arcata City Manager Karen Diemer

From: Fred Weis  
Date: August 16, 2022

Please see today's lead editorial on the [Arcata1.com](#) website. I have re-printed it in this message, below, but it may be easier (better formatted) to read at [Arcata1.com](#).

Thank you for your service and dedication to our city. The Gateway plan is potentially the biggest change that has ever happened in Arcata. Diligence now will pay off forever. I appreciate all that you are doing.

Sincerely,  
-- Fred Weis

Subjects:

- 1. The 3D Modeling is here**
- 2. City Council / Planning Commission Joint Study Session next week**
- 3. K Street / L Street Couplet Decision**
- 4. Gateway Plan Advisory Committee**
- 5. Building Height is not a popularity contest**
- 6. Soils Testing in the industrial area is a must**

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An Open Letter to the Arcata City Council  
Tuesday, August 16th, 2022

To: Honorable Mayor Stacy Atkins-Salazar, Vice-Mayor Sarah Schaefer, Arcata City Council Members Alex Stillman, Brett Watson, and Meredith Matthews

## **1. The 3D Modeling is here**

The 3D Modeling is here and it looks great. A big congratulations to Community Development Director David Loya, the engineering sub-contractor GHD, architect Julian Berg, and all who worked on it. Initial examples can be seen in the David Loya's "Building and Massing" presentation, seen [here](#).

This is a great tool. Let's make full use of it. We want to see images of what a proposed build-out might look like. What would K Street look like if the six potential redevelopment blocks — Bud's Mini-Storage, AmeriGas, the car wash, the Clothing Dock / German Motors building, and the Ag Sales building — of the Gateway "Corridor" district were built out to height of 4 or 5 or 6 stories? What would be the solar shading? The 3D Modeling software can show us.

## **2. City Council / Planning Commission Joint Study Session next week: Tuesday, August 23rd**

You have a lot of material to go over. I will remind you: Time management is crucial. You will have your agenda. My advice is: Allot a length of time to each item and stick to it. Decide early which items might be voted on and which are only for discussion.

In David Loya's message to us last Friday, announcing the 47-minute Building and Massing presentation, he proposed "A similar but shortened version will be presented at the study session on the 23rd." **I say strongly and firmly in no uncertain terms: Please no.** Your limited time together with the Planning Commission is too valuable. Every member of the Council and the Commission can watch the video of this presentation prior to the Joint Study Session. I don't think there needs to be any time spent discussing the presentation. To repeat: Your time is too valuable. A discussion of the primary component of the presentation — Building Height — will be a part your agenda item on that subject.

Similarly, I make the strong request that every participant be offered equal chances to speak — and equal time. With all deference to the Community Development Director and the work he has done, this meeting is not here for his extended speaking. If you and everyone else is speaking in two or three minute segments, so should he... or even less. This is **your** time, and the time to have a discussion among the 11 members of your two groups. (The Mayor is recused, as we know.)

A Planning Commissioner told me that what is missing at those meetings are actual discussions among themselves of the issues. Not just one-at-a-time "what do you think" pronouncements, but real back-and-forth discussions. Perhaps at your Joint Study Session you can encourage this sort of discourse.

### 3. K Street / L Street Couplet Decision

There are decisions that need to be made that affect the consequences of all further discussions and design. One big example is on your Joint Study Session agenda: The current plan proposes that K Street be one-way going north and a newly created L Street being one-way going south). The people and the Transportation Safety Committee in strong language wants to keep K Street as a two-way street and make L Street into a linear walking/biking park. That

decision will affect discussions on every parcel along K Street and L Street — building height, setback from the street, upper-floor setbacks, the need for walkways and other public open space, the commercial frontage, parking, housing unit density, and on and on.

To me it is such a no-brainer decision that it defies any choice to the contrary. Cities and towns all over the world are trying to remove streets and create walkable areas — whether linear parks or “walking malls” or whatever you want to call them. They are taking pains to create one, and we already have the start of one on the L Street Pathway, right here. And the December 2021 draft plan proposed to destroy this.

*To me it is such a no-brainer decision that it defies any choice to the contrary.*

*Cities and towns all over the world are trying to remove streets and create walkable areas.*

*They are taking pains to create one, and we already have one, on the L Street Pathway, right here.*



We want walkability, we want reduction of automobile dependency, we seek a vibrant town environment, we respect our natural spaces, we want parks, we promote meaningful shop spaces and the arts — it is all there, and more, with the L Street Pathway.

I am firm and clear on this — see my articles [here](#) and [here](#) and for the need for parks in the Gateway area [here](#) and [here](#) and in my June 9th letter to the Council and the Commission [here](#). I'll post the transcript of the Transportation Safety Committee discussion for you to read also.

## 4. Gateway Plan Advisory Committee

A presentation and discussion at your meeting this evening. I've been observing and speaking to the lack of management-level oversight and direction on the Gateway plan for months. You can see what I've said on how an Advisory Committee is crucial to the Gateway process [here](#) and [here](#).

Any question as to the whether management-level decisions are “slipping through the cracks” or otherwise put off into the future can be seen in **Arcata Fire District Director Eric Loudenslager's** seven-minute speech to

*“If we continue as it has been to this point — without the overview and direction offered by an Advisory Committee —*

*The chance that a*

the Planning Commission on August 4th. [Watch and read it here.](#)

*good plan will come out of this is, in my view, pretty close to zero."*

"It seems incomprehensible to me that a recommendation on building height could come out of the Planning Commission or the City Council until we have a full economic analysis of what it's going to cost the City of Arcata citizens and the Fire District **to actually provide the protection there.**"

Community Development Director David Loya's response that these costs and considerations will be covered in the EIR is, to my mind, essentially nonsense. If the costs are then evaluated as being too great, then what? Do we start over with building height considerations and new Form-Based Code decisions? Supplying fire protection is not just a matter of paying for a new fire truck, as Director Loudenslager well knows.

Any management-level decision — whether building a town or as simple as planning for a vacation — requires early recognition of the decisions that affect the outcome. When planning a family vacation to London, you don't make lists of all the sights you want to see and all the attractions you want to visit... and then look at the cost of the airfares and hotels. But that sure seems like what we're doing here with the Gateway plan and process.

When Scott McBain presented the Advisory Committee concept the the Planning

Commission last week, I said:

I spoke a few months ago about my concern that we're going to get through this process in six or eight months. There'll be all the recommendations from the Committees, they will all be compiled into a report. And this Committee will want this, this Committee will want this – and they will not be cohesive. And the Council will not know what to do. I'm not saying this [the Advisory Committee] will solve that. But I think it'll help with any disagreement or provide more cohesive results that allow you to evaluate what the input is, what the information is. Again, I'm not connected with Scott. I support what he's doing. I don't agree with everything. I'm not a signatory on this for a variety of reasons. And that's it, I hope you consider what he said.

## 5. Building Height is not a popularity contest

I respect and encourage public input on all sorts of matters. I want **more** public input — and I am continually surprised at lack of involvement among the people of Arcata in a plan that will change Arcata forever. But a decision on building height does not fall in the category of “I like this” or “This is what

*A decision on building height does not fall in the category of “I like this” or “This is what makes sense to me” or “We need housing and the only way to provide it is to go up” or “I want Arcata to be the way it's been” or any of*

makes sense to me” or “We need housing and the only way to provide it is to go up” or “I want Arcata to be the way it’s been” or any of those sentiments. It’s a decision made by planners and people connected with the planners, with great thought and consideration.

*those sentiments.*

*It’s a decision made by planners and people connected with the planners, with great thought and consideration.*

There are many facets and factors involved in any building height decision. There is a obvious balance between how many people can live there and the size of the apartment buildings. And there is a big question of whether it is feasible in practical terms to construct tall buildings in the industrial zone along Samoa Boulevard (see Item 6, next). If it’s not cost-effective for a developer to build there, and if we agree that we need more housing, then we to take another look at the big picture about what we’re doing.

I have been pushing for a greater number of height districts. I think the Creamery area and the surround blocks deserve its own height district. As it is now, a 7-story building could be put up directly to the west of the Creamery Building and an 8-story building could be put up directly to the south. Yes, the Form-Based Code can take care of this on a block-by-block basis, but we haven’t seen hide nor hair of that and what might be in it.

Here’s a solar-shading image for December 1st for 2 p.m. — the solar shading would be

*From Andrea Tuttle’s letter:*

greater for later in the year up through December 22nd. This represents what it would be — or greater — for 6 weeks of the year. The imaginary buildings shown are 8, 8, and 6 stories, and are placed so as to include upper-floor setbacks. This depiction is not perfect, but gives a good idea as to what we're looking at.

Now that we have the excellent 3D modeling software in place, staff can provide images

of what a build-out of what a 5 or 10 buildings might look like. And I'll add that there may be, perhaps 80 or 100 individual apartments in a single 6-story building. (Unless the apartments are all micro-studios, that is.) TEN of those 6-story buildings amounts to perhaps 800 or 1,000 apartments... and the Gateway plan was talking about over 3,000 apartments. That might be THIRTY block-size buildings. The 3D modeling software can show us just where they might be.

*"The Draft offers no 3-D visualization examples of what different building heights would look like at full-buildout of 3500 units.*

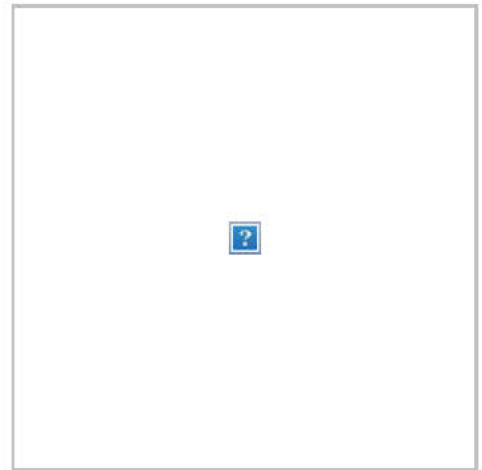
*Mockups should visually place structures in actual neighborhoods to show the impacts of mass and shadows on existing structures and pedestrians."*



**6. Soils Testing in the industrial area is a must**  
— as well as evaluation of Sea Level Rise, ground water table rise,  
and if the land is needed for wastewater treatment plant  
expansion.

Every since the beginning of this plan people

have been calling for soils testing to take place in the industrial zone along Samoa Boulevard. Because if the soils there cannot support 6- or 8-story buildings on a practical basis — that is, if the construction cost is too great — then development on the scale that the plan calls for will not occur. A big feature of the Gateway plan is the planned development of what is the largest expanse of raw buildable land in Arcata.



**If it's not practical to build there in the quantities the plan calls for, then providing housing in the other zones has to be increased.**

Wouldn't you want to know this, like, um, right away? If the buildings for housing we need cannot be built there, then what?

Well, if that were to be the case, we'd move on with other plans. But if we don't know then we have no clue. We wouldn't be creating our future — we'd be reacting to circumstances.

Community Development Director David Loya continues to insist that soils testing is not part of what this plan is, that it will occur when an actual project is submitted for review, and that the developer is responsible for soils testing to determine the costs and feasibility of the required foundations.



To me, nothing could be farther removed from **actual planning for a reality-based future**. If the buildings cannot in practical terms be built there, then we are just spinning our wheels working on a plan which could not come into existence. As I continue to say, again and again:

**A plan that cannot reasonably be implemented  
is no plan at all.**



from Fred Weis.

To the City Council  
Spoken at Oral Communications, at the end of the meeting, August 17, 2022.

**Commissioners:** Please read the transcript of David Loya speaking at the August 4th Planning Commission meeting. Thank you.

**re: Letters to the Planning Commission – Worse than before**

I spoke for just a few sentences on this at the August 3rd meeting.

I would greatly hope that this is the last time that I speak to the City Council on this.

What I am saying here is not just about a lack of letters. It is about a lack of respect of the public process. On the last page I have included a quote: Sentences from the first paragraph of the Brown Act, from 1953.

In my view, the letters are not the only thing that is being withheld from the public. The letters are only a part of how this Gateway process is being made obscure and filled with misrepresentations.

I would hope that we would see a remedy to what is an on-going issue. The situation has been going since January and February.

The letters to the Planning Commissioners are not getting into the agenda packets, or otherwise made available to the public. Typically, the letters are 2 to 4 months delayed. Some letters don't get in at all.

I can remind the City Council that this does not appear to be a problem with letters sent to and received by the City Council. In fact, I can hand this letter to you today, on August 17th, and it will likely be attached to the Council's agenda packet in a day or two.

Why can't the Community Development Department use a system – or improve upon a system – that the City Council has had in place – for decades?

It is only a problem with the Community Development Department.

It is not at all clear if the letters in the past were reaching the Commissioners. With the newer e-mail system, it's more likely they are getting the letters. Put the public has been shut out of seeing the letters.

When I suggested that the letters to the Planning Commission could be posted on-line, that was a suggestion intended to solve a problem – namely, that the letters were not appearing in the Planning Commission agenda packets.

The letters can be put into the packets. Or they can be put on-line. Either way is fine. **But that it be done in a timely manner is what I was getting at.**

On August 4th, the Community Development Director announced that the letters would now be posted on-line. That would seem to be a good thing.

Letters were posted there from 2021 up **through May 31, 2022 – over 2 months earlier.**

### **Why were all the letters not posted?**

There were two problems – even bigger problems than the previous problem.

1. Still, not all the letters were there.
2. Because of the “posting in batches” approach, letters from TWO MONTHS earlier were still not available to the public.

To post letters in two-month batches is deficient.

As of now, August 17th, there have been no letters after May 31st are there – 2-1/2 months ago.

### **Some history:**

May 24th Planning Commission meeting. David Loya said:

“And again, a reminder to the public, if you submit your comments **on the Thursday** before the meeting or earlier, you'll see those comments included in the packet. If you submit them after that point, I'll forward them on and then incorporate them after into the packet “

And as Commission Vice-Chair Judith Mayer said:

“The fact that we're not receiving messages from the public as they're being submitted to staff, it complicates things a little bit. And I appreciate all the messages that we've gotten this time.”

Jane Woodward and I submitted a total of 3 letters on Thursday, June 9th. They were not in the June 14th packet. At that June 14th meeting, David Loya did not apologize one little bit. He said:

“Again, I'm not sure what I said when I said it last time, but I was quoted as having said something that is not the case.”

He then explained that the letters would have to be there on the Wednesday prior to a Tuesday meeting. Typically the agenda packets are posted on Friday afternoon.

At that June 14th Planning Commission meeting, the Chair, Julie Vaissade-Elcock, spoke:

"The only other thing, David, is the public letters, they're never in the packets. Are they just not getting them in on time? Is that what the problem is?"

The reply from David Loya:

"I'll have to look into what the issue was there. Our intent is to bring those forward when we receive them, we bring them forward at the next meeting. If there's something that slipped through the cracks, I'll have to, I mean, I take responsibility for that and **I'll have to find it and bring it forward the next time.**"

**To repeat: "I'll have to find it and bring it forward the next time."**

The Planning Commission meets 2 times a month. There was a special meeting on August 4th.

June 28th – No letters in the agenda packet.

July 12th – The meeting was cancelled.

July 26th – No letters in the agenda packet. At that point it was six weeks since the letters should have been in a packet.

August 4th – No letters in the agenda packet.

August 9th – No letters in the agenda packet. At this point, nine weeks.

Now, in theory, the letters are being posted on-line "in batches"

The website says: "Generally comments will be uploaded in chronological, monthly batches."

The letters from after May 31 are not there, including mine from June 9.

So that is: June – July – half of August. That is 10 weeks – 2-1/2 months.

I have posted the letters onto the Arcata1.com website. I timed it. Depending on the level of redaction required – typically not much – it would be about 1 minute, sometimes 2, to post a single letter.

I posted 58 letters in about an hour and a half.

If I were to post them in a group, as one large PDF file, as the City is doing, it might take 10 or 15 minutes.

At the Planning Commission meeting on August 4, 2022, this is what David Loya said. It is shown on the YouTube video at time 1:53:39. Here is the link, cued up and ready to view: <https://youtu.be/2Aterde8zbU?t=6819> or at: [shorturl.at/bGLN3](https://shorturl.at/bGLN3)

David Loya:

"When will the letters be available. We have a public member who is tracking our every move very closely identify this to the Committee and to the Council, Planning Commission rather. And I wanted to, I wanted to be the first to tell you this, but it got out ahead of me. Spoiler alert. We are now taking -- and we've heard this from the public, so we're responding to that -- we're taking all of the communications that we've received and putting them onto our website under the SIRP page. So if you go to the SIRP page and you follow the "How do I get involved" link, which we're probably going to need to change the name of now because there's a lot more information in there than just how to get involved. "How do I get involved" takes you to the "Outreach and Engagement" section. Within that section, we're actually having a section where we're uploading verbatim the comments. It's taking us a little time because we have to redact personal information from those, which is why you're seeing them bunches. But those are coming forward and will continue to do that through this entire process.

The policy before was to incorporate those comments into the Staff Reports as we get them. But what was happening was that, you know, information was trickling in from so many different sources and at different times, and people were wondering, "well, why isn't my letter that I sent to you today in the staff report?" Well, because the staff report was already published.

[**Note:** This is complete mischaracterization of what actually happened. Letters were not put into the packets or made available to the public, in some instances, **for months** after they were received. This is not a question of a letter being received after the packet was published, not at all. And even if it were, then that letter should have gone into the next packet, two weeks from that point.]

So we're kind of transitioning. Now all of that information is going to be online located at this website. So you'll be able to read them there. And then anything that comes in under the EIR, communications with the EIR, they'll be located in two places. They'll be located, we're going to continue this process where all the public comment will be uploaded in the same place. So anybody who's used to getting that information at that location, they'll go there, they'll find it. But we are legally required to house correspondents that's related to the circulation of the EIR in the EIR and deal with those specifically and respond to them in the EIR. So you see them in there as well.

So we're moving away from putting letters in the packets and moving into putting all that information on the website and making the referral there. So that's where you'll see the letters and, yes, to answer your question, it's not going to be a summary. It's going to be verbatim what they said. We will continue to summarize in the engagement report, what we're hearing from the public from all different venues, whether it's the written correspondence or oral correspondence at hearings, or meetings."

**Members of the City Council, I ask you:**

- “we've heard this from the public, so we're responding to that”
- “So we're moving away from putting letters in the packets and moving into putting all that information on the website and making the referral there. So that's where you'll see the letters”
- “We will continue to summarize in the engagement report, what we're hearing from the public from all different venues”

**Putting up the letters in two-month batches – is this giving the public what it deserves?**

As a reminder for everyone:

## The Brown Act Law 1953

Starting with the 3rd sentence of the Law:

“...The people of this State do not yield their sovereignty to the agencies which serve them. **The people, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know.** The people insist in remaining informed so that they may retain control over the instruments they have created.”

Thank you for your dedication to our wonderful city.

-- Fred Weis



# Gateway Plan Advisory Committee

Arcata City Council Meeting  
August 17, 2022



# Support for Gateway Plan Advisory Committee (aka... Task Force)

- 86 signatories (and counting) publicly support forming an Advisory Committee
- Diverse group of Community member signatories:
  - Arcata community members
  - Members of Plaza Improvement Task Force
  - Former members of City Council, City Committees, and City and County Planning Commissions
  - Cal Poly Humboldt professors (active and emeritus)
  - Board members of local community services districts
  - Engineers, scientists, planners, developers, business owners, renters, property owners, artists, employees...

# Organization

1. **Problems** we are trying to solve
2. **Objectives** of the Advisory Committee
3. **Strategy** to address these problems
4. **Framework** of the Advisory Committee
5. **Benefits** of the Advisory Committee

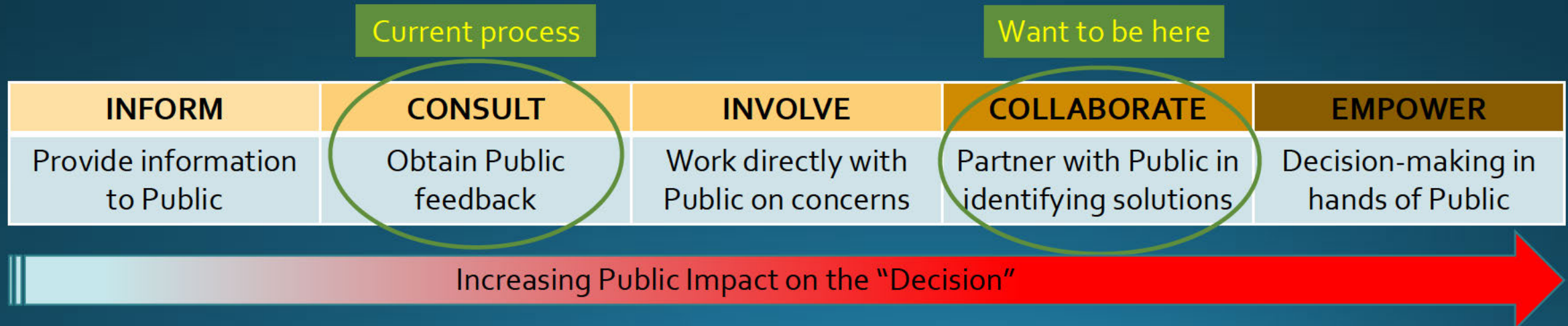
# 1. Problems to Solve





## 2. Objectives

- Implement a more collaborative Community engagement strategy
- Build Community trust and support for the Gateway Plan
- Address and recommend solutions to Priority Issues raised to date
- Recommend solutions for completing a final Gateway Plan on an expedited and achievable timeline

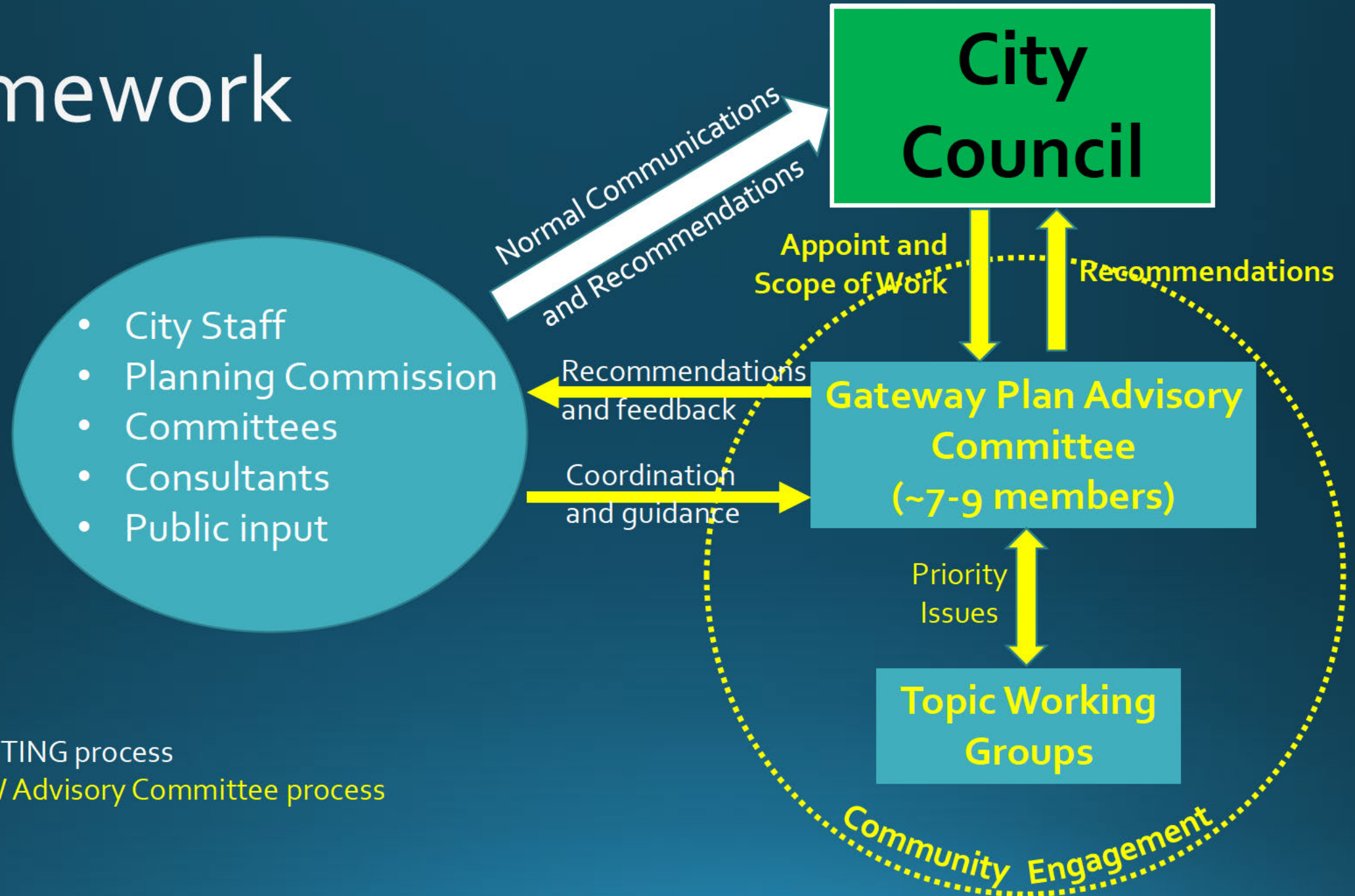


# 3. Strategy

1. Separate the Gateway Plan from the General Plan 2045 process to:
  - Alleviate City Council member recusal issues on a combined General Plan 2045/Gateway Plan
  - If needed, provide time for newly elected City Council member(s) to be sworn-in and updated
  - Provide Planning Commission, City Council, Committees, and City Staff time and resources to focus on completing the General Plan 2045
2. Concurrent with City updating the General Plan 2045, establish the Gateway Plan Advisory Committee to focus on:
  - Addressing and recommending solutions to Priority Issues for the Gateway Plan (not re-start from scratch)
  - Providing recommendations for finalizing the Gateway Plan

*Note: California OPR suggests use of Advisory Committees as outreach strategy/tool*

# 4. Framework



White = EXISTING process

Yellow= NEW Advisory Committee process



# 4. Framework: PRODUCTS

## Gateway Plan Advisory Committee Recommendations Report

### Synthesis of Community Engagement

- Requested New Quantitative Survey
- Recent Community Engagement Information
- Finalize Community Engagement Report

### Appendices: Topic Working Group Efforts

- Meeting Summaries
- Short Memo(s) Summarizing Efforts/Results
- Recommendations and Information Needs

### Recommendations to City Council

- Synthesis of Topic Working Group's Efforts
- Synthesis of PC, Staff, Committees, Public Info
- Summary of Recommendations



## 4. Framework: Criteria for Members

- Objective problem-solvers
- Leadership and management skills
- Committed to completing a high-quality Gateway Plan
- Strategic and time-efficient
- Results-oriented
- Familiar with Gateway Plan
- Have bandwidth and interest to significantly participate
- Planning Commissioner
- Willing to volunteer their time

## 4. Framework: TOPICS to Potentially Address

- Housing / Development / Financing
- Transportation / Mobility
- City Infrastructure
- Local Government Services
- Fiscal Benefits / Impacts
- Social and Tribal Equity / Justice
- Environmental Restoration / Quality
- Planning / Objective Standards / Form-Based Code
- Other Priority Issues / Topics as identified by the Planning Commission, Committees, the City Council, and the Community

## 4. Framework: Steps and Timeline

- Assemble Advisory Committee, kickoff meeting: **October**
- Compile and supplement Community input to date: **November**
- Convene Topic Working Groups to address Priority Issues, consult with Planning Commission, City Staff, Committees, Community: **November 2022–April 2023**
- Convene public engagement workshop(s) for results to date: **May 2023**
- Prepare the Draft Gateway Plan Recommendations Report, consult with the City Council, Planning Commission, City Staff, and Committees: **June 2023**
- Prepare the Final Recommendations Report: **July 2023**
- City Staff and Consultant team finalize Gateway Plan: **TBD**



# 5. Benefits of Advisory Committee

- Planning Commission, City Staff, and City Council can concentrate on finalizing/adopting the General Plan 2045 while Advisory Committee works in parallel on Gateway Plan
- Allows time to compile quantitative information on Community desires for the Gateway Area (including under-represented groups)
- Improves trust, buy-in, and support from the Community



Draft General Plan 2020  
Planning Commissioners



# 5. Benefits of Advisory Committee

- Feasibility issues are better addressed to improve implementability of the Gateway Plan
- Improves Community support now, to increase probability of implementation
- Builds upon City Staff / Consultant capacity, and facilitates new innovative solutions
- Resolves City Council recusal issues with a combined General Plan 2045/Gateway Plan
- Informs and improves future Plans developed in Targeted Rezone Areas

# Questions / Discussion / Next Steps

- Developing written responses to Planning Commission's questions and comments
- Developing a "Potential Framework for Implementation" document that provides more details for City Council and Planning Commission discussion



## **City of Arcata Gateway Plan Advisory Committee (GPAC)**

### **Potential Framework for Implementation – August 16, 2022 DRAFT**

#### **Request Overview:**

The Arcata City Council would create a Gateway Plan Advisory Committee (GPAC) to assist the City of Arcata with developing a final, high-quality Gateway Plan that achieves a future vision for the City of Arcata and addresses key short and long-term needs of the City. The objective of this document is to recommend a potential draft framework for a GPAC for Planning Commission and City Council consideration prior to the August 23 Joint Study Session (suggestive, not prescriptive). Also note that the GPAC effort is synonymous with historic Task Force efforts, and may need to change the title accordingly to facilitate implementation.

#### **Potential Objectives of the GPAC:**

1. Synthesize and summarize existing and new community input in a complete, and to the degree possible, a quantitative way that will guide development of a vision and objective standards for the Gateway Area consistent with Arcata City Council's current Goals and Policy Objectives.
2. Build more collaborative and participatory Community engagement.
3. Build community trust and support for the Gateway Plan.
4. Evaluate, address, and propose resolution of "priority issues" associated with the Gateway Plan (see end of this framework for potential list) in a way that has a high chance of successful implementation.
5. Build upon existing Gateway Plan, focus on "priority issues", do not start from scratch.
6. Help the City of Arcata complete a quality and implementable Gateway Plan within an ambitious yet achievable timeline.

#### **Potential Guidelines and Assumptions about GPAC:**

1. Serves as an advisory capacity to the City Council and City staff (i.e., prepares recommendations to City Council that could be considered and utilized by the City), consistent with the role of a Task Force as described in the City procedures manual. Provides routine updates to the Planning Commission.
2. City Council appoints members
3. Provides leadership and management function to reduce City Staff burden for leadership and management tasks. Operates as autonomously/independently as feasible.
4. Collaboratively works with City of Arcata staff and Gateway Plan consultants, Planning Commission, and Committees.
5. GPAC is sized so that implementing their scope of work is efficient and the associated timeline for completion is reasonable (7-9 members plus city staff liaison/facilitator)
6. GPAC focuses on "priority issues" of the Gateway Plan in a way that is unbiased, objective, and is not rigid to a given perspective or predetermined outcome. GPAC builds upon what has been completed to date, does not start from scratch.
7. Members commit to meet regularly (i.e., every two weeks) and actively participate in agreed-upon tasks carried out between GPAC meetings. That includes overseeing or assisting in-person surveys of specific representative populations (such as homeowners, renters, seniors, Gateway business owners, non-resident employees, farmers market attendees), reviewing and summarizing data, providing feedback/producing recommendations, etc.) on an agreed-upon schedule.
8. Each member should have an alternate in case they have to miss a meeting.
9. All meetings should be recorded and minutes kept (a City staff person did this extremely well for the Plaza Improvement Task Force).



**Potential General Timeline and Tasks (need to develop a Gantt chart at some point):**

1. City Council and Planning Commission discuss GPAC request and broad objectives/process during Joint Study Session (8/23). If agreement to form a GPAC, create a GPAC Subcommittee.
2. GPAC Subcommittee expands to include City staff person (Delo or Jen and Karen) to refine Scope of Work (including GPAC nomination process), identify prospective members and staff, discuss scope of work and timeline, and send to City Council as staff recommendation on 9/2.
3. City Council approves GPAC Scope of Work (9/7), directs staff to manage nomination process.
4. Staff prepares nomination process (9/8) and solicits potential GPAC members, manages nominations and packages nominations for City Council review and approval.
5. City Council approves GPAC membership, approves GPAC process (9/25 or an earlier Special Meeting)
6. First meeting of GPAC (October) to establish process, define roles, select chair and vice-chair, and set priorities based on City Council approved Scope of Work.
7. Synthesize all relevant public input (be as quantitative as possible) from engagement activities conducted during 2021/2022 and summarized in Engagement Report (mid-November).
8. From the above review and synthesis, identify the "priority issues" that were articulated but where sufficient quantitative data were not collected to guide Arcata decision-makers.
9. Conduct quantitative, objective, and representative public survey to inform vision and Objective Standards using expert survey consultant, with emphasis on priority "divisive issues."
10. Potentially conduct a nameless quantitative survey of Gateway Area landowners and businesses (as potential sellers or developers in the Gateway Area) to understand what the existing landowners are willing to or interested in doing with their properties, and likely when, to help determine when properties are likely to be available in the near or far-term for residential and other development.
11. Conduct simple/rapid surveys as needed of representative groups (e.g., seniors, landowners, employees, etc.) to add data and flesh out the quantitative survey data using survey monkey or Google Forms (as done with PITF). These surveys done by GPAC members or similar volunteers (possible Cal Poly students as with PITF).
12. Oversee and manage focused Topic Workgroup meetings that specifically address potential solutions to the "priority issues", with targeted and facilitated public/community participation (November 2022-April 2023).
13. Concurrent with survey and Topic Workgroup activities, identify and summarize examples of form-based code from other municipalities comparable to Arcata.
14. Concurrently, conduct research on Area Plans and Specific Plans done by others, summarize lessons learned that are applicable to Arcata and develop appropriate recommendation for the Gateway Area. Convene Zoom meetings with out-of-area topical experts if needed.
15. Develop recommendations for Objective Standards based on surveys, research done to date, and updated Engagement Report. Collaborate closely with Planning Commission and Staff.
16. Develop Requirements and Amenities list based on surveys and updated Engagement Report. Collaborate closely with Planning Commission and Staff.
17. Summarize opportunities and constraints relative to infrastructure, summarize what needs to be done to address those constraints and potential timeline that will facilitate the desired development in Gateway Plan (sea level rise, services, AWTF, etc.).
18. Convene public engagement workshop(s) for results to date, and initial recommendations. Receive and document public feedback, report back to public quickly.



19. Prepare draft Gateway Plan Recommendations Report summarizing final Engagement Report, opportunities and constraints assessment, and recommendations for addressing priority “divisive issues” for preliminary review by the Planning Commission (June 2023).
20. Conduct City review of draft Gateway Plan recommendations report (City Staff, Committee chairs, Planning Commission).
21. Complete Final Gateway Plan Recommendations Report (July 2023).
22. City Staff and Consultant team finalizes Gateway Plan (TBD).

**Potential GPAC products:**

Prepare a Draft and Final Gateway Plan Recommendations Report to City Council that contains the following components:

1. Synthesis of Community Engagement
  - a. New Quantitative Survey of the Community conducted by qualified consultant
  - b. Integrate outreach work that City Staff has conducted (draft Engagement Report)
  - c. Work with City Staff to synthesize into an updated Engagement Report. Engagement report should provide quantitative data as is possible, but also synthesize it down to the important results (with linkages to basis of those results contained in surveys/meetings)
2. Appendices of Topic Working Group efforts
  - a. Meeting Summaries (not formal “minutes”, but agenda, general summary of discussion, and outcomes)
  - b. Short Memo(s) at end to summarize efforts, results, and recommendations, submit to GPAC for synthesis
3. Recommendations component of report
  - a. Synthesis of Topic Working Group efforts, results, recommendations
  - b. Synthesis of Planning Commission, Staff, Committee collaboration and guidance
  - c. Summary of Public input
  - d. Summary of Recommendations on Priority Issues of the Gateway Plan

**Potential GPAC member nomination and selection criteria:**

1. Lives and/or works in the City of Arcata
2. Is a collaborative, objective problem solver
3. Is committed to helping complete a high-quality Gateway Plan for the greater city, not just for a single focus group
4. Is strategic and time-efficient (gets work done)
5. Is results oriented (finishes products on a set timeline)
6. Is familiar with the Gateway Plan to reduce production efficiency delays once GPAC is formed
7. Has no meaningful financial conflict of interest with components of the Gateway Plan
8. Is an objective and knowledgeable specialist for a key Topical Category (see list on next page)
9. Has the time available and willing to commit to substantially contribute to meetings, research, and writing
10. Planning Commissioner
11. Is willing to serve on the GPAC on a volunteer basis, for the good of the future City of Arcata

### Potential GPAC Membership Topical Categories:

For all categories, intent is to solicit/nominate representative member(s) in each topical category that can provide innovative and implementable ideas on how to address those topics. Total membership is recommended to be 7-9 members, excluding the facilitator and City Staff liaison. While there are more than 7-9 topics in the table below, some could be combined to be represented by a single GPAC member. Also see the topical experts below this table that could serve on small Topic Working Groups, as having them available will likely simplify this table and potentially reduce the number of GPAC Topical Categories (ideally have 7 GPAC members rather than 9). Also consider the ability of members of the Planning Commission and Committees to be GPAC members, which would facilitate integration and enhancement of work already conducted to date (along with City Staff liaison).

Potential Topical Category	Discussion
Housing	Need innovative approaches to meeting our housing needs in a way that emphasizes affordability, ability to develop equity in housing (ownership), fosters equitability in housing for a range of community members, encourages local developers (keeps \$\$ in the community)
Economic Development	Need innovative approaches at balancing housing and business/employment needs, and developing business retention and development that supports future Arcata residents with good paying jobs
Transportation	Need innovative approaches at finding balance/transitions approach to encourage bicycle and foot traffic, and reduce vehicular traffic while supporting transportation and economic needs of future Arcata residents.
Parks/open space	Need innovative approaches to evaluate if/how new and existing open space and parks can be developed/used to support healthy community values for future Arcata residents (balance of higher density housing with recreational and open space opportunities)
Community	Need at least one representative of the Gateway Area who has been substantially involved in recent and ongoing planning within the area that can represent interests of the community members living and working in the Gateway Area. Assist with developing objective standards based on community feedback. What about Wiyot Tribe and CPH? I don't think they deserve a separate topic, just need to make sure they are coordinated/represented in one of these.
Creamery District	Similar to Community, but need someone who can represent the Creamery District since they have put so much time and effort into planning in the Creamery District. Could potentially combine with Community category.
Planning/ zoning/ form-based code	Need a planning expert on zoning, objective standards, and form-based code.
Developer	Need a local developer/builder that is community-oriented to help develop realistic and implementable objective standards, as well as evaluate economic and development feasibility based on market and infrastructure conditions.
City infrastructure	Need a local infrastructure/engineering expert on local infrastructure (AWTF, fire, police, sea level rise, etc.)



In addition to the GPAC Topical Categories above, the following support and technical staff are likely needed:

Support Category	Discussion
Facilitator	Mandatory that a good facilitator help manage and quickly move the GPAC forward towards the objectives, assist the GPAC in managing meetings and timeline, products, etc. City staff could do some of the admin things, but the GPAC needs facilitation leadership to herd the cats and keep them focused
City Staff	One liaison from city staff to work with facilitator and provide information and assistance to GPAC.
Administrative/ Clerical	Need someone to take notes and other clerical tasks (copies, record keeping). Hopefully one of the GPAC members or staff could do it, but NOT the facilitator

**Potential topical categories of part-time experts for Topic Working Groups managed by the GPAC**

Assume that a small amount of time is needed from topical experts (not members of the GPAC), preferably on volunteer basis from expert community members/citizens or from the Consultant Team:

- Housing
- Wastewater Treatment
- City Infrastructure / Engineering
  - Sea Level Rise
  - Wastewater Treatment Facility
- Local government services (fire, police, schools)
- Transportation / mobility
- Social and Tribal Equity / Justice
- Environmental Restoration / Quality
- Building Contractor
- Developer / Financing
- Planning / Objective Standards / Form-based Code
- Fire/Police
- Architect
- Other Priority Issues identified by the Planning Commission, Committees, City Council, Community

### **“Priority Issues” that should be considered by the Gateway Plan Advisory Committee**

*Context: the following is an initial list of Priority Issues to resolve based on Community feedback during public meetings and additional formal and informal engagement discussions. This list is a working draft and will surely evolve, and the upcoming City Council/Planning Commission Joint Study Session (8/23/22) may resolve several of these issues.*

1. Separation of Gateway Plan from the General Plan 2045 Update and associated Land Use Plan, allowing the General Plan Update and Land Use Plan to progress and be passed to meet State requirements and provide more time to address Gateway Area issues via the Advisory Committee. It would also eliminate the current conflict of interest issues for the City Council to fully participate in the General Plan Update.
2. Building height (maximum and minimum by Gateway Area section); building density (minimum and maximum), and how these could be impacted by recent state legislation. Should current four-district outlines be maintained or would alternative subdivisions be more desirable?
3. What is a reasonable population expansion number/target/demographics based on anticipated background population growth, climate refugees, Cal Poly Humboldt expansion, etc.? Based on this population number/target/demographics, what is an appropriate housing plan to meet it?
4. How do we develop a housing plan that encourages affordable ownership opportunities for a range of incomes rather than everything owned by out-of-area corporate developers and finance companies?
5. Can we meet our housing needs by expanding the allowable residential uses of existing zoning rather than changing existing zoning to high-density residential and making existing businesses non-conforming uses? Should we be changing all of the non-residential zoning into residential zoning, or expand allowable land uses in the existing zoning for a better balance of mixed uses?
6. Viability of infrastructure (Arcata Wastewater Treatment Facility, Sea Level Rise) for proposed population expansion, and feasible solutions.
7. Viability of municipal services (fire, police, schools, parks) for proposed population expansion, and feasible solutions.
8. Desirability of having a Form-Based Code with ministerial review vs. simply establishing Objective Standards to meet legislative requirements for evaluating projects and maintaining current oversight via the Planning Commission and City Council.
9. What “requirements,” if any, do we want to have above and beyond the Form-Based Code?
10. Should we be developing an Area Plan or a Specific Plan? Answer is likely influenced by whether the Gateway Plan is separated from the General Plan 2045 process.
11. Viability of streetscape plans, and specifically the L-Street pathway and couplets. If L-Street is expanded/retained as a linear park and bicycle pathway, what are alternatives to meet future traffic needs?
12. Parking issues: where and how much? Under vs. behind vs. alongside buildings, vs. on-street. How many spaces per unit or per building (or per number of units or beds)? Funding of public transit if parking reduced. Parking garages on the periphery of Gateway Area?
13. Exactly what Objective Standards do we want? Need to obtain the quantitative data on public opinion and the opinion of existing Gateway Area landowners as a transparent foundation, but also need to be able to deviate if there is a good reason to do so and articulate why.
14. How to maintain existing business, industry, and associated jobs? Where will they go if we displace them? How will we compensate them if we zone them out?
15. How to encourage new business, industry, and associated jobs, particularly services and Science-Technology-Engineering-Mathematics (STEM) businesses that should be encouraged as part of Cal Poly Humboldt growth?



## Delo Freitas

---

**From:** David Mohrmann [REDACTED]  
**Sent:** Wednesday, August 17, 2022 12:03 PM  
**To:** David Loya  
**Subject:** Gateway Study Session

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Mr. Loya,

I am writing in regard to what I see as the greatest challenge of the Gateway development plan. I know little about the wide spectrum of needs that must be met for this to succeed. For the most part, I am impressed by the thoughtful work you and your staff have paid to detail. I have several questions, as do many others, but right now I want to focus on what seems to me a fatal flaw of your proposal.

I saw a video many months ago, when this plan was first being publicized, in which you mentioned your staff's "creative approach" to certain aspects of the development. You used that descriptor numerous times during the presentation. I am speaking now of only one of those "creative approaches," the one having to do with traffic.

I do not remember the exact numbers you mentioned, but it was something like 14 parking places allotted for 44 dwellings. Actually, I believe the ratio was more radical than that. You were assuming that people would use other forms of transportation around town: bikes, shared cars, etc.

I cannot remember the specifics of your overall presentation, only my reaction.

The Gateway Plan, as with other aspects of the city's general devotion to "infill," suffers from this "creative approach," which strikes me as nothing more than hopeful (and naive) thinking.

I live at 1827 27th Street. The east end of it (by Alliance) is a perfect example of the kind of infill outcomes that your "creative approach" creates. There, on the north side of the road, are a series of habitations, each with a number of sleeping spaces, and, in addition, "Gramma Units" in the back.

Ah, what a great way to provide housing for a large number of people on a small plot of land!

The problem is, there were very few parking spaces provided. Far less than the expected number of people living in those spaces. The result (go look) is an ugly hodgepodge of vehicles sprawled out front, crowding the street (often illegally parked) and on every available space, including lawns. The point is, your infill plan on my street has made it look like an urban ghetto. I can only imagine what this town will look like should all your infill dreams come true.

I am not even referring to all the traffic problems that will certainly be a product of all this infill.

The point is, Mr. Loya, we cannot pretend that people will ride their bikes as much as you or I do. People in America want their own cars. And, by god, no matter what your "creative approach" might hope for, people will have their own cars and park them wherever the hell they can. In this country that is still the norm, and must be expected. Until a massive infrastructure change, which makes traveling around the state by train or bus more feasible, individual cars must be assumed and accounted for.

I could go on and on. I won't. As I said, I support a well-designed plan to build up the Gateway area, but can't we do this with a clear-eyed approach to how it will affect our beautiful town? This should not be about piling in as many bodies as we can hold. My suggestion is to do it one piece at a time, and every bit of it state of the art, thus creating a town that people love to live in.

Thank you for your time,

David Mohrmann  
[REDACTED]

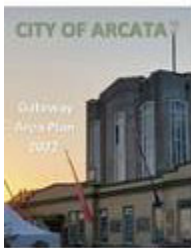


**From:** [David Loya](#)  
**To:** [Delo Freitas](#)  
**Subject:** FW: GAP Support Comments  
**Date:** Monday, August 22, 2022 4:21:05 PM  
**Attachments:** [image001.png](#)  
[NCHLT-CEO Group Housing Support Letter.docx](#)  
[Gap Commentary.pdf](#)  
[image002.png](#)  
[image003.png](#)

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David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

To grow opportunity and build community equitably.



Exciting work is happening in the **Arcata Gateway** – 138 acres once used for mostly industrial purposes. The **Arcata Gateway Plan** allows innovative residential development, using streamlined permitting while protecting working forests, ag lands, open space and natural resources. You are encouraged to take part in the public process that will affect the City for years to come.

**[READ THE GATEWAY PLAN](#)**

**[Learn More About Public Meetings and Planning](#)**

**City Hall is open for business between 9 and 5.**

**Visitors to City Hall are required to wear a mask inside regardless of vaccination status. Thank you for complying with this local practice.**

**Some services, such as water bills and police services, are available on-call. Please check our website [www.cityofarcata.org](http://www.cityofarcata.org) for the latest information on accessing City services.**



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**From:** Tory Starr <TStarr@cityofarcata.org>  
**Sent:** Thursday, August 18, 2022 1:09 PM  
**To:** Sarah Schaefer <sschaefer@cityofarcata.org>; Meredith Matthews <mmatthews@cityofarcata.org>; Stacy Atkins-Salazar <satinssalazar@cityofarcata.org>; Brett

Watson <bwatson@cityofarcata.org>; Alex Stillman <astillman@cityofarcata.org>; John Barstow <jbarstow@cityofarcata.org>; Scott Davies <sdavies@cityofarcata.org>; Christian Figueroa <cfigueroa@cityofarcata.org>; Judith Mayer <jmayer@cityofarcata.org>; Dan Tangney <dtangney@cityofarcata.org>; Julie Vaissade-Elcock <julieve@cityofarcata.org>; Kimberley White <kwhite@cityofarcata.org>

**Cc:** David Loya <dloya@cityofarcata.org>; Delo Freitas <dfreitas@cityofarcata.org>

**Subject:** GAP Support Comments

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Council and Committee members,

Please accept these comments from the health care leaders on the north coast.

Unfortunately I am out of town for the meeting next week; otherwise I would have enjoyed sharing my own and the other healthcare leaders perspective on the Gateway Area Plan and the housing crisis in our community.

I would be delighted to speak to any of you individually as well.

Thanks

**Tory Starr, MSN, PHN, RN**

President & Executive Officer

**Open Door Community Health Centers**

1275 8<sup>th</sup> Street

Arcata, CA 95521

(707) [REDACTED]

[www.opendoorhealth.com](http://www.opendoorhealth.com)

<https://opendoorhealth.com/about/>" style='position:absolute;margin-left:0;margin-top:215.65pt;width:135.4pt;height:73.65pt;z-index:-251658752;visibility:visible;mso-wrap-style:square;mso-width-percent:0;mso-height-percent:0;mso-wrap-distance-left:9pt;mso-wrap-distance-top:0;mso-wrap-distance-right:9pt;mso-wrap-distance-bottom:0;mso-position-horizontal:left;mso-position-horizontal-relative:text;mso-position-vertical:absolute;mso-position-vertical-relative:text;mso-width-percent:0;mso-height-percent:0;mso-width-relative:margin;mso-height-relative:margin' o:button="t">

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and federal law. Forwarding, printing, copying, distribution, or use of such information is strictly prohibited and may be unlawful. If you think you have received this message in error, notify the sender immediately and contact the Open Door's Compliance Officer:

[REDACTED].



Community Health Centers

- Administration, Finance, and Human Resources  
1275 Eighth Street  
Arcata, CA 95521  
(707) 826-8633
- Billing  
1385 Eighth Street  
Arcata, CA 95521  
(707) 826-8642
- Burre Dental Center  
Mobile Dental Services  
959 Myrtle Avenue  
Eureka, CA 95501
- Del Norte Community Health Center  
550 East Washington Boulevard  
Crescent City, CA 95531
- Eureka Community Health & Wellness Center  
2200 Tydd Street  
Eureka, CA 95501
- Ferndale Community Health Center  
638 Main Street (PO Box 1157)  
Ferndale, CA 95536
- Fortuna Community Health Center  
3750 Rohnerville Road  
Fortuna, CA 95540
- Humboldt Open Door Clinic  
770 Tenth Street  
Arcata, CA 95521
- McKinleyville Community Health Center  
1644 Central Avenue  
McKinleyville, CA 95519
- Mobile Health Services / Telehealth & Visiting Specialists Center  
2426 Buhne Street  
Eureka, CA 95501
- NorthCountry Clinic  
785 18th Street  
Arcata, CA 95521
- NorthCountry Prenatal Services  
3800 Janes Road, Suite 101  
Arcata, CA 95521
- Open Door Downtown  
622 H Street,  
Eureka, CA 95501
- Open Door Gynecology Services  
3770 Janes Road,  
Arcata, CA 95521
- Redwood Community Health Center  
2350 Buhne Street, Suites A & C  
Eureka, CA 95501
- Willow Creek Community Health Center  
38883 Highway 299  
Willow Creek, CA 95573
- Member Services  
550 E Washington Blvd, Suite 100  
Crescent City, CA 95531  
963 Myrtle Avenue  
Eureka, CA 95501

August 17, 2022

Dear City Council and Planning Commission,

I write to you today, both as the President of Open Door Community Health Centers, and on behalf of the thirteen members of the North Coast Healthcare Leadership Committee; we strongly support the well-crafted, conscientious, and forward-thinking Gateway Area Plan for Arcata. Putting this plan into action will help support the health and sustainability of our community.

Having been a member of this community for 40 years, never has it been clearer to me that housing is health. Housing, or lack of it, affects our individual health, the health of our businesses, and the health of our community. As the leader of an organization that provides most of the primary care and pregnancy services to Humboldt and Del Norte counties, this is what keeps me up at night.

Open Door and our community partners invest huge amounts of time and money to train and mentor young physicians and dentists, so that they can join our community and serve the healthcare of the North Coast into the future. Currently we export these talented young people to serve other communities because they cannot afford to stay in ours. The same is true of our nursing and other educational programs.

Open Door's number one barrier to recruiting and retaining physicians is lack of affordable housing. If the most well-compensated members of our care teams cannot enter the housing market other critical members of our care teams have no chance. Without nurses, medical assistants, and support staff, healthcare simply cannot happen.

When we recently surveyed our staff about housing conditions almost two thirds of them responded:

- 65% have struggled to find quality affordable housing in the last five years.
- 45% said that being able to find or afford housing may affect whether or not they stay in the region or at Open Door.
- 35% shared that finding or paying for housing impacted their work performance, due to long commutes, financial stress, and other factors.
- 41% reported paying 30% or more of their income on housing; the federal government considers this "housing cost burdened"; alarmingly, 25% reported paying over 50% of their income on housing.

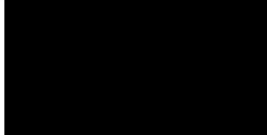
Housing is now a top priority for Open Door (like every other major employer in our area), because a lack of safe, affordable housing for workers means results in inadequate healthcare for the community. The current housing crisis (like the climate crisis) is here now and hurting the health of our community now.

The Gateway Area Plan offers both rigorous, research-based analysis of our housing problems and a plan of action, based on best practices, and our community values, for us to follow. Under David Loya's thoughtful, community-focused leadership, the City of Arcata's staff have created clear guidelines and direction. With a consistent process, the Gateway Area Plan *can* deliver on the needs of our community.

Current objections to the Gateway Plan that seek to maintain the status quo ignore the current crisis, and the future consequences for our community, if we do not act now. Let us move forward with openness to adapting and improving as need arises.

I, and the leaders of healthcare services on the North Coast, appreciate this opportunity to share our concerns and our wholehearted support for the Gateway Area Plan. I welcome any and all opportunities to further discuss the topic of housing with you, individually or as group.

Kind regards,



Tory Starr  
President & Chief Executive Officer  
Open Door Community Health Centers

DATE: 4/26/2022

TO: Arcata City Planning Commission

**RE: Housing Shortage Impact on Health Care Workforce**

Dear Commission Members,

The North Coast Health Care Leadership Team is reaching out to express our concerns about the housing shortage in Humboldt County and its impact on recruitment and retention of health care professionals.

As healthcare leaders in this community, we would like to raise the awareness of our community in regards to the far reaching impacts that the shortage of affordable housing has on economy, the health status of our populations and our workforce. Despite a significant amount of publicity regarding the housing crisis in California and the increase in our houseless population, the understanding of the lack of workforce housing and the impact on our economy has been absent. We have entered a new phase on the Northcoast regarding economic growth and health status improvement. If we are not able to quickly and substantially increase the housing stock of affordable units we will be mired in economic stagnation as our needed workforce will not have a place to live. The continuing shortage of available housing options for health care workers of all income levels, from medical assistants to physicians, has negatively impacted our organizations' ability to recruit and retain qualified professionals.

As you know, Humboldt County is a federally designated Health Professional Shortage Area for both primary care and mental health. With your help, the North Coast Health Leadership Team has taken great strides to recruit and train health care professionals, including the new residency program led by Providence St. Joseph Hospital and Open Door Community Health Centers, the BSN program at Cal Poly Humboldt and the Health Careers Education Summer Institute. We are working to "grow our own" healthcare workforce here. Unfortunately, these efforts are undermined by the lack of housing options for students and professionals to stay or return to Humboldt County.

We as business leaders of health care in our community request that all efforts be made to support safe, affordable and diverse housing development in all of our communities. We need to address this issue as a top priority, removing unnecessary or inappropriate barriers to increasing our housing supply help us in increasing our health care workforce and improving the health of our communities.

Sincerely,

North Coast Health Leadership Team,

1. California Center for Rural Policy
2. Hospice of Humboldt
3. Humboldt Senior Resource Center
4. Humboldt County Department of Health & Human Services
5. Humboldt Independent Practice Association
6. Mad River Community Hospital
7. North Coast Clinics Program
8. North Coast Health Improvement and Information Network
9. Open Door Community Health Centers
10. Providence in Humboldt
11. Providence Medical Group Humboldt
12. Sutter Coast Hospital
13. United Indian Health Services



## Keala Roberts

---

**From:** Stevie Luther <s[REDACTED]>  
**Sent:** Saturday, August 20, 2022 11:54 AM  
**To:** Stacy Atkins-Salazar; Sarah Schaefer; Meredith Matthews; Alex Stillman; Brett Watson; John Barstow; Scott Davies; Christian Figueroa; Judith Mayer; Dan Tangney; Julie Vaissade-Elcock; Kimberley White  
**Cc:** COM DEV  
**Subject:** Comments on Gateway Area Plan Review

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Arcata City Councilmembers and Planning Commissioners,

I'm writing as a former Arcata resident currently living and working as a regional planner in Eureka. I would consider moving back to Arcata if there were better and more affordable housing options available to rent or buy, especially near all the fun in the Creamery District.

I support the Gateway Area Plan and urge you to take action to move it forward. Here's why:

- The plan would encourage housing development in one of the most walkable places in our County. **This plan is crucial to meeting regional climate goals, and is also an opportunity for Arcata to build a beautiful and prosperous place in an area that is currently underutilized.** A mix of housing units at different affordability ranges, with storefronts and commercial activity, plus public amenities like trails will allow families, professionals, students, and working people alike the opportunity to live, work and play in Arcata, and do so without needing to rely on a personal car. We need your leadership to make this happen!
- The max building heights currently proposed in each district would allow for the most flexible development options to actually see housing built. As Director Loya pointed out, the market will drive development and there are certain price points that make development feasible. Just like how very few buildings have maxed out the building height allowed under current zoning, the max heights allowed in the proposed plan should be interpreted as leading to a few buildings, if any, using the max height (and those would be a nice fit thanks to the form-based code and community benefits). **If needed in response to community desires, you could lower the max stories by 1 in each district** so Barrel would be 7, Hub 6, Corridor 5, Neighborhood 4. If you significantly limit the height, I'd like to see an explanation of where else in Arcata you propose new housing to make up for what's required by State housing law.
- Your staff are planning professionals, and have not only put forward a draft plan with excellent bones, but have also been communicative and responsive throughout a robust public process. The process has been admittedly confusing at times, but it is all coming together. I am re-watching the Building and Massing Presentation video, the Form Based Code workshops, Traffic Safety Committee meeting, etc. And your Planning Commission has put in a lot of time and effort to considering the plan. Direct your staff as needed and let existing advisory committees do their work. **Please do not approve the formation of this proposed Task Force as it will just lengthen the process without adding much.** Perhaps you can direct staff to hold a series of longer form public workshops to collaborate with citizens on the L and K Street circulation element as there seemed to be traction on developing alternatives, and apparently there are volunteers standing by with unbiased expertise to offer who are willing to dedicate many hours of their time working on details of street layouts.
- Regarding concerns about wastewater treatment and capacity with cumulative development, I believe that issue is best addressed concurrently with the Environmental Impact Report that will be prepared for the GAP and General Plan. In practical terms, while the GAP and associated form-based code encourage development, the actual build-out will be incremental and far less than the theoretical number of planned units. Phased over many years, the project-level implementation of the GAP will be able to address infrastructure problems as they come

up. While it is important to be aware of future constraints, including sea level rise, I don't think it's reasonable to expect every technical issue to be worked out up front in a long-range plan like this.

Thanks for reading and considering these vital issues.

Sincerely,

Stevie Luther  
Eureka, CA

# Katherine and Fred Morehouse

August 20, 2022

City of Arcata  
736 F St  
Arcata, CA 95521

Re: Gateway Plan

Dear City of Arcata:

I own 1158-1188 10<sup>th</sup> St, which you refer to as the "Lord House." I have owned this property since 1977, forty five years. In 2013, I spent \$600,000 restoring the property to its present state. It is now the gem the neighborhood.

If you allow any buildings around this property to cast a shadow for even a minute a day, it will no longer be a gem, it will be a complex that continually battles mildew. You must include rules in your plan prohibiting shadows on neighboring buildings for any length of time.

I have written the city before requesting that this property be kept off any historic lists. I renew that request now.

Very truly yours,

A solid black rectangular box used to redact the signature of Katherine and Fred Morehouse.

Enclosures

**From:** [David Loya](#)  
**To:** [REDACTED]  
**Cc:** [Community Development Mailing List](#)  
**Subject:** RE: Thank you for the work  
**Date:** Monday, August 22, 2022 11:58:11 AM

---

Thank you, Ms. Jones. It is certainly a labor of love. I'll pass on your appreciations to my team, who are all working diligently to ensure a transparent, robust public process. We look forward to hearing from you in our public engagement effort!

Cheers,

David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

To grow opportunity and build community equitably.

READ THE GATEWAY PLAN  
Learn More About Public Meetings and Planning

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-----Original Message-----

From: [REDACTED]  
Sent: Sunday, August 21, 2022 2:59 PM  
To: David Loya <dloya@cityofarcata.org>  
Subject: Thank you for the work

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Mr. Loya,

I appreciate your work on the Gateway Project.

Keep up the good work.

Laura E. Jones  
[REDACTED]  
Arcata CA  
95521  
707 [REDACTED]

Sent from my iPhone

**From:** [REDACTED]  
**To:** [David Loya](#)  
**Subject:** Gateway  
**Date:** Monday, August 22, 2022 3:12:12 PM

---

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Please support the Gateway Plan and do not delay it any further. It is a very good plan and it is time to move forward.

Thank you.  
Fhyre Phoenix  
[REDACTED]



**Date:** August 19, 2022  
**To:** Arcata City Council and Arcata Planning Commission  
**Cc:** David Loya, Community Development Director  
**From:** Oona Smith, Senior Regional Planner (via email, oona.smith@hcaog.net)  
**RE:** **ITEM III. REVIEW GATEWAY AREA PLANNING,**  
August 23 Special City Council Meeting–Joint Study Session  
with the Planning Commission

*Before commenting on Item III, I would like to thank the City Council for approving to add four more bikeshare stations and 20 additional bikes to the City’s bikeshare program. As these new stations were funded through a grant connected to the Sorrel Place project, we recognize that future high-density infill residential projects in the Gateway Area will afford similar grant opportunities to enhance active transportation in Arcata.*

Thank you for the opportunity to share comments with the Council and Planning Commission to consider as you move forward with the draft Gateway Area Plan.

The Humboldt County Association of Governments (HCAOG), in its role as the Regional Transportation Planning Agency, strives to support and encourage the best outcomes from the nexus of transportation planning and land use planning. In adopting the 20-year regional transportation plan, *Variety and Rural Options of Mobility 2022-2042 (VROOM)*, HCAOG has committed to working more proactively to address transportation’s interconnected challenges of climate change, land use, safety, and equity. HCAOG is aware that our agency cannot possibly achieve the regional goal, adopted in *VROOM*, to “**have a carbon-neutral, multi-modal transportation system that is comprehensive, safe, sustainable, and equitable**” without the local cities and the unincorporated County pursuing land use/development policies that minimize, avoid, or reverse car-oriented development.

### **Item III. A. Background and Context**

The objectives of the Gateway Area Plan (from “Gateway Area At-A-Glance” in the meeting packet) include Mobility and Alternative Transportation; Economy and Jobs; Sustainability and Climate Adaptation; Racial Equity and Social Justice, and Equitable Housing. These objectives align with and will support *VROOM*’s strategic framework, which sets out to address:

- **CLIMATE CHANGE:** *Achieving a substantial mode shift to more walking, biking and transit trips is a pillar for climate action in Humboldt County.*
- **HOUSING & VIBRANT NEIGHBORHOODS:** *Strategies to reduce vehicle miles travelled (VMT) are a key component of a sustainable transportation system. One of the most powerful ways to shift how people move around is to focus on where they live in relation to everyday destinations. In concert with the complete streets policies that encourage walking, biking, and transit, HCAOG supports effective land use policies to create places with a mix of uses and pleasant, vibrant streetscapes.*



- **SAFETY & HEALTH:** HCAOG adopts “Vision Zero” an initiative to reduce roadway fatalities to zero, with a focus on the crisis of pedestrians and bicyclists hit by cars.
- **EQUITY:** Transportation equity means all people benefit equally from transportation investments and that no group is disproportionately impacted negatively by the transportation system.

### Item III. B. Gateway Area Districts/Building Heights

Encouraging high-density residential infill development is consistent with *VROOM*’s goal to help create a safer and better multi-modal, sustainable transportation system. If you were looking at where housing in the region has the greatest potential to create robust multi-modal options and active transportation, you would find that the Gateway Area is one of the most walkable and bikeable locations in Humboldt County. Looking at results from the Walk Score methodology (walkscore.com), which assigns a walkability score of 0 (car-dependent) to 100 (car-free), you will find that **out of all the housing units permitted or constructed in Humboldt County from 2018 to 2021, the Sorrel Place units on 7th Street have the highest Walk Score at 95.** Certain locations within the Gateway Area Plan, such as the carwash parcel, have a Walk Score of 97; in the O Street area scores range in the 70s; currently the “Barrel District” scores 57. Reviewing scores across Humboldt County, this metric can serve as a fairly good proxy for how conveniently trips can be accomplished by foot.

The walkability in the Gateway Area would be further enhanced by the proposed street and trail network, mixed-use development pattern, and pedestrian-oriented characteristics built into the form-based code. Additional planning to incorporate frequent transit service and on-demand mobility (e.g., car- and bike-share) will further residents’ (and visitors’) opportunities to enjoy car-free days and avoid single-occupancy driving.

HCAOG supports the Gateway Area Plan’s measured high-density infill strategies as an effective and practical means to encourage affordable housing and vibrant neighborhoods.

### Item III. C. Transportation Circulation: L Street Couplet

HCAOG staff sees the promise in the Gateway Area Plan’s conceptual design of the circulation plan. Of particular benefit is that:

- The total length of trails in the Gateway Area would nearly triple. Transportation research shows that having bikeways separated from car traffic results in more people riding, and it makes the difference for people who are “Interested but Concerned” to switch from driving to bicycling.<sup>1</sup>
- L Street would be one lane/one-way car traffic and K Street would be one-way (K-L Street couplet). Under existing conditions, L Street is a stinted 2-way street, and K Street could be considered a “stroad.” Coined by Strong Towns, a stroad is “what happens when a street (a place where people interact with businesses and residences, and where wealth is produced) gets combined with a road (a high-speed route between productive

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<sup>1</sup> “Our logic is that if we make bike networks safe and comfortable for the ‘interested but concerned,’ or majority of the population, then more people will use it, and more people will become physically active.” Alta Planning + Design, <https://blog.altaplanning.com/understanding-the-four-types-of-cyclists-112e1d2e9a1b>

places).”<sup>2</sup> As Strong Towns demonstrates, stroads are expensive to build, are ultimately financially unproductive, and they are dangerous. By calming K Street traffic and eventually gaining projects that will bring more foot-traffic, K Street could feel more like L Street, and L Street could feel more like the new K Street, both being more walk- and bike-friendly.

Having the cities and the County locate new housing in areas with high accessibility is critical to achieving the regional targets adopted in *VROOM*. HCAOG staff recognizes that the draft Gateway Area Plan will support *VROOM*’s Safe & Sustainable Transportation Targets, specifically:

- To reduce vehicle-miles travelled by 25% by 2030.
- Starting by 2022, 80% of all new permitted housing units are in places with safe, comfortable, and convenient access to employment, shopping, and recreation by walking, biking, rolling, or transit.
- Starting by 2022, all new housing contributes to a countywide reduction in per capita VMT from cars.
- By 2023/24, all jurisdictions have adopted GP/zoning incentives for building in “highly connected” areas and for other climate-friendly housing-development. (*VROOM*, Table Renew-3).

HCAOG appreciates the extensive and thorough work that Community Development and other department staff have put into drafting and publicizing the draft Gateway Area Plan and explaining form based code and infill development. Moving forward, we encourage the Commission and Council to maintain the staff’s momentum by continuing the planned public outreach and approving and implementing the plan as close to schedule as possible.

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<sup>2</sup> <https://www.strongtowns.org/journal/2018/3/1/whats-a-stroad-and-why-does-it-matter>

## Keala Roberts

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**From:** Charles Sharpe [REDACTED]  
**Sent:** Monday, August 22, 2022 10:51 PM  
**To:** Stacy Atkins-Salazar; Meredith Matthews; Alex Stillman  
**Cc:** COM DEV  
**Subject:** Comments on Gateway Area Plan Review

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Regarding high-rise housing in Arcata, I think problems presented by going up to five, six, seven, or eight stories deserve to be addressed with creative solutions AND can be addressed in ways that recognize the values of aesthetics, practicality, comfort, safety, sunlight on public sidewalks, and whatever other issues may present as we consider radical changes in our cityscape. That the changes are radical, or that they look unfamiliar on Planet Arcata, are not reasons to be automatically rejected.

Indeed, our planet requires us to devise and implement far-reaching and consequential changes to significantly curb our energy consumption and our dependence on private vehicles.

Thank you for persisting in pursuit of these goals.

Sincerely,  
Chip Sharpe

[REDACTED]  
Bayside CA 95524-9301  
(within city limits of Arcata)

Text or call me at 707-5 [REDACTED]

Sent from my iPhone

**From:** [REDACTED]  
**To:** [Stacy Atkins-Salazar](#); [Brett Watson](#); [Sarah Schaefer](#); [Meredith Matthews](#); [David Loya](#); [Joe Mateer](#); [Delo Freitas](#); [Alex Stillman](#)  
**Subject:** Council Gateway Joint Session Tonight 8-23-22  
**Date:** Tuesday, August 23, 2022 2:47:19 PM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I am writing to let you know that I am deeply disappointed that tonight's meeting will not be available for attending or viewing via Zoom or YouTube. After so much dialogue about desiring community involvement you are closing off many community members by holding this meeting as 'In Person Only'. Please change tonight's meeting format to include this wider audience or, at the very least, see that meetings regarding The Gateway Plan include the Zoom and YouTube options going forward. I've been anticipating this meeting for several days only to find out there is a barrier to my involvement.

When I enquired about the reasoning behind this on the Facebook Gateway site, I was told it made for better communication for the representatives. It would seem that urging a larger in person group would cause a greater distraction than a silent camera with silent participants.

Please explain the logic.

Sincerely,  
Melanie

## DeLo Freitas

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**From:** Kathie Kelly [REDACTED]  
**Sent:** Tuesday, August 23, 2022 8:06 PM  
**To:** John Barstow; Scott Davies; Christian Figueroa; Judith Mayer; Dan Tangney; Julie Vaissade-Elcock; David Loya; Kimberley White  
**Subject:** Comments on Gateway Area Plan Review

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Planning Commission members,

I'd like to weigh in on the Gateway Plan as a longtime Arcata resident and participant of the first-time homebuyer program of the 1990's. I moved to Arcata in 1979 as a student and always wanted to stay. Arcata is a special place and after moving to an outlying area for almost 10 years, I feel lucky to have had the opportunity to return here and buy my home. I know I am not alone in my appreciation of Arcata's unique size and character as a small town with lots of community activities, safe walkable neighborhoods and easy access to natural areas.

With these values in mind, I want to express my support for a measured approach to future growth and one that includes ample feedback and involvement from residents of Arcata who love this town like I do.

I support a gateway plan that includes a variety of new construction including mid-size apartments no more than 2-4 stories and more on the side of 2-3 stories as well as condos, duplexes, single dwellings and tiny houses. In addition, incentives could be provided for property owners to add an extra unit as a long term rental. These options can still provide affordable housing for renters or owners as well as maintain the character of Arcata. This approach may not provide the maximum number of housing units, but would allow for growth without altering Arcata as we know it. In addition, a more moderated growth would serve to avoid totally overwhelming our infrastructure. I think it is vital that we grow our town in a way that preserves what we cherish. For me, I would like to see small to moderate sized dwellings and apartments that fit the character of Arcata.

Please continue to be open to feedback from all residents in a wide variety of ways including community workshops, study sessions, community polling and neighborhood meetings in order to listen to the needs of the community during this stage of planning.

Whether you form an advisory committee or just provide ample opportunities for feedback from community members, please incorporate our feedback so that the gateway plan and general plan reflect the residents needs and desires as we move into the future.

Thank you for your time and efforts.

Sincerely,  
Kathie Kelly  
Arcata resident

**Delo Freitas**

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**From:** christine perry <[REDACTED]>  
**Sent:** Tuesday, August 23, 2022 8:06 PM  
**To:** David Loya  
**Subject:** Gateway Area Plan

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I'm very concerned at how this plan will drastically affect and change our quiet, beautiful community in a very negative way. Especially towards the Arcata Bottoms. Many of us chose to live here to enjoy our wonderful town away from the university crowds and traffic. Sorrel Place as well as the building across from Co-op are perfect examples of how atrocious these large multi storied buildings take over the aesthetic and charm of our town. I've owned my home down 11th Street for 36yrs and I am completely against this plan. It's unimaginable to me that our town needs to build such a huge project, with multiple stories, invading and destroying our quiet family homes, as well as changing our streets to accommodate this nightmare. Build around the university and Samoa Blvd if need be but PLEASE keep it away from the Creamery and our single family homes that we cherish. Due to my health, I cannot attend any of the city meetings so please put this email on record or let me know how to do so. Thank you and I appreciate your time.

Sent from my iPad



**From:** [REDACTED]  
**To:** [Sarah Schaefer](#); [Meredith Matthews](#); [Stacy Atkins-Salazar](#); [Brett Watson](#); [Alex Stillman](#); [John Barstow](#); [Scott Davies](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Julie Vaissade-Elcock](#); [Kimberley White](#); [David Loya](#); [Delo Freitas](#)  
**Subject:** Clarification: Gateway Area Plan comments for this evenings study session  
**Date:** Tuesday, August 23, 2022 9:39:53 PM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello Council Members and Planning Commission,  
Unfortunately I was unable to attend this evening's meeting, but a colleague informed me that some of my comments may have been misinterpreted. The NEC is not advocating that there be no development in the Barrel District. What we are advocating for is that some of the taller building heights (up to 8 stories) that are proposed for that area be concentrated in the northern part of it where they will be less vulnerable to sea level rise. We want any housing that is developed to be livable and safe for as long as possible.

Thanks again,  
Caroline

On Tue, Aug 23, 2022, 12:43 PM Caroline Griffith <[REDACTED]> wrote:  
Arcata City Councilors and Planning Commissioners,

The Northcoast Environmental Center, whose offices are located in the southern portion of the Gateway Area, is generally supportive of the Gateway Area Plan and the City's efforts to plan for future housing and business development that is people-friendly and climate-friendly. As has been stated many times throughout this process, planning for development that allows people to live, work and play without relying on personal vehicles not only makes for more livable communities, but it will also help us to reduce our greenhouse gas emissions, which is absolutely vital given the fact that we are in a climate crisis. We also mustn't forget that Arcata is a coastal city in a region that is expected to experience higher rates of sea level rise than other regions on the West Coast and make sure that this factors into planning efforts. The Plan currently allows for the densest development and tallest buildings in the Barrel District, which is also projected to be more vulnerable to sea level rise because it is closest to the Bay. Although we are supportive of the efforts to increase density, we suggest that the taller buildings and densest development be designated for areas further north which are less vulnerable to rising water levels. It can be difficult to project just how much sea level rise will affect the area because scenarios vary and there is still a slim chance that we get our act together and stop emitting carbon, but 1 meter of SLR (which is projected potentially by 2060-2090) would have the water level coming up to Samoa Blvd in some parts of the Gateway Area, meaning any dense development in that area would potentially only be useful for a few decades. When it comes to housing people, a few decades of use is still worthwhile, but it may be a hard sell for developers who need to see a return on their investment in rental properties. That said, we do support taller buildings in areas less

vulnerable to SLR, especially with the caveat that developers must include community benefits in order to build taller. We know that there are calls to cap building heights at 4 stories, which we don't support because it won't allow for the density we need to meet our housing needs. We don't support lowering the building height below 6 stories in the densest areas of the Plan.

In terms of circulation, we also support the L Street couplet concept, especially devoting space to protected bike lanes on K and L Streets. One of the appeals of the Plan is providing safe alternatives for those who want or need to get around without a car, which will require dedicating space in the roadways to bicycles and increasing pedestrian amenities. Preserving the L Street path and making it a continuously buffered path will increase safety by decreasing the areas in which cars and pedestrians interact. And anything you can do to increase bike and ped safety on K Street will be a vast improvement to the current situation.

One aspect that is not a part of the Plan but that needs to be considered with any increased development is the capacity and location of the wastewater treatment plant. There have been calls from some members of the community to scrap the Plan due to capacity limitations of the current wastewater treatment plant, but even if we were to halt all development in Arcata, the wastewater treatment plant would still need to be updated and adapted or relocated because of SLR vulnerability. We should look at this as an opportunity to promote housing development AND increase our wastewater treatment capacity; these are needs that go hand in hand and as the State devotes more resources to SLR adaptation the City should be able to find the funding to increase wastewater treatment capacity. We sincerely hope that effort is happening already.

From the workshops I have attended, it seems like the City is on track with the community benefits/amenities that would be required for increased building height. From our standpoint, one of the most important aspects of the Plan is affordability; one of the things that makes Arcata the funky town that it is is that it is still marginally accessible and affordable to artists, activists and intellectuals. Ensuring affordability and incentivizing retention of public green spaces, alternative ownership options (such as cooperative housing) and live/work spaces can help make sure that Arcata remains affordable and retains its charming weirdness.

In terms of the proposed Task Force, we see this as redundant since there are already multiple City committees and boards that have been studying various aspects of the Plan for the last 6 months. However, if you do decide to go this route, we highly suggest that the Task Force be composed of a diversity of people, including renters, students, members of the Spanish-speaking community and other underrepresented groups. In order for a Task Force to be productive, it shouldn't just be duplicating the work that these other bodies have done and a strong effort should be made to ensure that it is reaching a

diversity of Arcatans. If it isn't explicitly clear that this is what the Task Force would be doing, we highly suggest you don't go this route and that you rely on the outreach and research that has already been done.

Thank you for all of your work so far on this Plan. Hopefully you are able to wrap it up soon so we can start to see some new, much-needed housing being built.

Thanks,  
Caroline

--

**Caroline Griffith (she/they)**

**Executive Director and EcoNews Editor**

*The Northcoast Environmental Center sits in Goudi'ni, part of the unceded ancestral land of the Wiyot peoples. We strive to follow the example of the Indigenous peoples of the north coast who continue to steward this land as they have done since time immemorial. We pledge to listen to, learn from, respect, and include the voices of Indigenous peoples in our work advocating for the wellbeing of this land and the people who call it home. Join us in acknowledging and respecting the sovereignty of the Wiyot Tribe by participating in the [Wiyot Honor Tax](#), or supporting the tribe upon whose land you reside.*

**Northcoast Environmental Center**

**PO Box 4259**

**Arcata, CA 95518**

**5**

[www.yournec.org](http://www.yournec.org)

[director@yournec.org](mailto:director@yournec.org)

**Keala Roberts**

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**From:** Rick Knapp [REDACTED]  
**Sent:** Tuesday, August 23, 2022 10:55 AM  
**To:** COM DEV  
**Subject:** Comment on the Gateway Plan by Humboldt Bay Bicycle Commuters Association

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I would like to express our strong support for the conversion of K and L Streets from two way to one way in order to better accommodate bicycle and pedestrian traffic in the corridor as part of the Gateway Plan. We would like to be involved in the specific design of facilities when the design stage is undertaken to assure that the best possible design is undertaken to provide for safe and efficient bicycle travel. Thank you for proposing this in the draft plan.

Sincerely,

Rick Knapp, President, Humboldt Bay Bicycle Commuters Association

**From:** [REDACTED]  
**To:** [John Barstow](#); [Scott Davies](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Julie Vaissade-Elcock](#); [Kimberley White](#); [Stacy Atkins-Salazar](#); [Sarah Schaefer](#); [Meredith Matthews](#); [Alex Stillman](#); [Brett Watson](#)  
**Cc:** [Karen Diemer](#); [David Loya](#)  
**Subject:** Please add to the public record for joint meeting 08 23 22  
**Date:** Tuesday, August 23, 2022 4:41:33 PM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Arcata City Council, Planning Commission and Staff:

As we consider approval of the Arcata Gateway plan, whatever the scope, please include the increase of public transit. Busses should be small and operate with no or low emission and should move throughout Arcata and surrounding areas plentifully and often. Please plan for the large number of people who will come to Arcata for school, work, recreation etc. by providing a usable and reliable transit system, complete with a clean and well-functioning transit center.

Please let me know how I can help.

Sincerely,

Peggy Martinez Arcata

**From:** [Karen Diemer](#)  
**To:** [Kayla Johnson](#); [Bridget Dory](#)  
**Cc:** [David Loya](#); [Delo Freitas](#); [Jennifer Dart](#)  
**Subject:** Correspondence for tonight's meeting  
**Date:** Tuesday, August 23, 2022 1:01:33 PM  
**Attachments:** [Poster review by RGA \(1\).pdf](#)  
[Public Meeting Analysis w Findings \(1\).pdf](#)  
[Sample Unresolved Questions R.docx](#)  
**Importance:** Low

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Mayor and Council,

Attached is some additional information that has been provided by Chris Richards and Jane Woodward for tonight's meeting. Thanks, Karen

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Hi Karen and Sarah,

We're looking forward to our meeting this afternoon at 4, and in preparation for that, we're sending you:

- 1) Sample Unresolved Technical Questions/Issues for the Proposed Task Force to Address
- 2) An Analysis of the City's Public Meetings and Engagement
- 3) A Compilation of the Feedback (Post-its on the Posters) from the 2-Day Town Hall that staff has not had time to prepare
- 4) The Results of the Survey conducted by RGA in March Here is a link to the PDF file with the survey results.

<https://img1.wsimg.com/.../2-23-22%20Arcata%20Poll...>

These are examples of what a dedicated group of citizens can do if so inspired. The poster review indicates considerable deviation from the polling data from Ben Noble's last presentation.

Sorry we couldn't get this all to you earlier, but work was still in progress on some of it. We hope it all downloads effectively.

We look forward to our meeting this afternoon at 4 p.m. in the City Chambers.

Jane (and Chris)



## **Draft Gateway Area Plan Open House, January, 2022**

### **Review of community engagement posters**

### **Completed by Responsible Growth Arcata, June through August, 2022**

Members of Responsible Growth Arcata took photos of the posters near the beginning of the event, when little feedback had been placed on the posters, in order to see poster content later.

At the end of the event, we asked if responses given by the community would be aggregated and reported on, and when the results might be ready. Conflicting answers were given by City Staff members. This prompted us to take photos of the posters at the end of the event to document community feedback. Some of us also volunteered to come to City Hall to assist in compiling that feedback. Our offer still stands.

About 360 photos of the completed posters were taken, including an overview and details of most of the posters. The following reports were prepared by zooming in on each poster and detail photos. We used the City's final photos for the posters that we were not able to photo.

The City's Gateway Area Plan Draft Engagement Report currently includes a general overview of feedback given. As we do not know if the City will revise this part of their Draft, we decided to review the feedback ourselves.

At the event, dots and sticky notes were placed on the posters to give feedback. Verbal instructions were given that all colors of dots were to indicate favor; when the green dots ran out, other colors were used. The reports were prepared by counting dots placed to indicate favor and noting the few dots that indicated disfavor. We also transcribed all visible messages on sticky notes and written on the posters.

The feedback is organized by the order in which it was given on the posters, generally left to right, top to bottom. Everything visible was documented. Some of the handwritten responses were illegible but may be readable in person on the posters. Some feedback was obscured by sticky notes placed on top of others.

#### **Maximum building height**

The issue of building height is one of the most important to the community, and the most easily quantified based on feedback given. Participants were often specific in expressing their opinion regarding building height. The attached spreadsheet documents the number of **specific** responses regarding preferred maximum building height, expressed in floors. Non-specific feedback, i.e. "eight stories is too tall," or "most think 4 stories are even too tall!" was not included in this table. **The overwhelming response from the community is that a maximum of four stories is preferred.**

#### **Minimum height requirement**

There were not enough requests for a specific minimum height requirement; the one specific comment on this topic appears in a narrative report.

We understand that the Open House feedback does not constitute an unbiased, scientific poll of the community; however, it appears to be the single largest engagement event of the Draft Gateway Area Plan engagement process. Many community members put care and thought into their responses, and we believe that their voices should be documented and preserved.

Building height maximum - per January 2022 Open House engagement

Poster title	Two	Three	Four	Five	Six	Seven	Eight
Arcata's future multi-family...	2	1	11	0	0	0	0
Built environment and Architecture	0	0	16	1	2	0	0
Gateway Area Amenities	0	1	2	0	0	0	0
How did we get here?	0	0	1	0	0	0	0
What have we heard so far?	0	6	7	0	0	0	0
Final thoughts/ feedback?	0	2	19	0	0	0	0
Full list of Plan topics	0	0	5	0	0	0	0
Arcata is Growing...	0	0	14	0	0	0	0
Built Environment Streetscape	0	1	5	0	0	0	0
Equitable Housing	3	0	7	0	0	0	0
<b>Totals</b>	<b>5</b>	<b>11</b>	<b>87</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>

**City of Arcata Community Open House**

**January 21 and 22, 2022**

**Minimum height requirement - summary of feedback**

**(Collated by Responsible Growth Arcata volunteers, based on photos of posters taken at the end of the event)**

“Minimum 3 stories for housing + walkability”

# City of Arcata Community Open House

January 21 and 22, 2022

## Arcata is Growing...Planning for Growth Helps Manage It poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### Too much growth could lead to...

On the left side of the poster:

Some sticky notes were covered by others and/or the handwriting was too small

"Why are we not challenging State of CA mandates?" (Seconded with one dot)

"Growth may be inevitable but how much and what's 1st? We need people to have major behavior change" (Seconded with one dot)

"What about the empty buildings (lots of houses) in Arcata"

"**Too tall buildings (over 4 stories) will ruin Arcata's small town** \_\_\_\_ -Traffic problems will erode quality of life -Reasonable density only" (Seconded with seven dots)

"What are you planning for the 358 acre \_\_\_\_ 2,000 units near Sun Valley? Don't see reference to it on your map"

"Seems like great opportunity for Danco to build another city \_\_\_\_ How did Housing Element go from 610 to 3,500+?"

"Too many buildings **should comply with existing ordinance of 4 stories** Parking is not at all adequate!" (Seconded with four dots)

"Sewage \_\_\_\_" (Seconded with one dot)

"How will wastewater be addressed in the plan"

"\_\_\_\_ economic developments' None of these \_\_\_\_ in Arcata \_\_\_\_"

"Buildings that look like everywhere else"

"\_\_\_\_" blue sticky

"Arcata should spread out development throughout the City"

"Housing \_\_\_\_ rental rates rising \_\_\_\_"

"Its not about too much - its about how we grow - Consider all \_\_\_\_ community small \_\_\_\_ Home Ownership" (Seconded with two dots)

"Growth isn't really \_\_\_\_ We can \_\_\_\_" yellow sticky

"\_\_\_\_ infrastructure \_\_\_\_" blue sticky

"How will wetland be addressed in the plan"

"Water Waste Sea level \_\_\_\_"

"How much time has been dedicated to mitigating climate change - ocean rising -sloughs filling up -bridges needed -poop from Marsh overflowing -Think about \_\_\_\_ our current population"

"Quality of life problems - Traffic" (Seconded with one dot)

"Infrastructure failure Overpopulation for small \_\_\_\_ space" (Seconded with one dot)

"Our current public transportation is woefully insufficient \_\_\_\_" (Seconded with one dot)

"Housing and rental market getting way too expensive"

"Traffic Parking Sewage Need more parks for those people"

"\_\_\_\_ more housing in Valley West? It will \_\_\_\_ services there"

### Not enough growth could lead to...

"Stagnant & \_\_\_\_ economy growth"

"Why put so many dwellings in one neighborhood especially when it is low lying?" (Seconded with four dots, "No!")  
 "8 story buildings become ghettos over time - create Parking issues Noise increase" (Seconded with five dots)  
 "Arcata's small town 'charm' is already being ruined by lack affordable housing & healthcare - HSU \_\_\_\_\_" (Seconded with one dot)  
 "A \_\_\_\_\_ balance between \_\_\_\_\_"  
 "Building into the forest or Ag land will not be allowed FYI"  
 "How can we put the cart before the horse. We need to first build our infrastructure medical services fire and police \_\_\_\_\_ services for the population \_\_\_\_\_" (Seconded with two dots)  
 "Local housing prices inflating from the sudden increase in demand lack of housing for locals" (Seconded with two dots)  
 "Infringement on Bottoms" (Seconded with four dots)  
 "We home owners can't park in front of our own houses during farmers mkt + events! No parking!" (Seconded with one dot)  
 "Building in our forests, green spaces, agri-land"  
 "Longtime \_\_\_\_\_" pink sticky  
 "Keeping Arcata a special unique place + home for \_\_\_\_\_ who live and work here now" (Seconded with one dot)  
 "\_\_\_\_\_ earn more money \_\_\_\_\_ workers \_\_\_\_\_ locally"  
 "Not enough \_\_\_\_\_" (Seconded with one dot)  
 "Humboldt County is huge we don't need to put everyone in Arcata" (Seconded with two dots)  
 "YES! Urban infill \_\_\_\_\_ building UP is the best practice"  
 "Arcata has been growing by 10% \_\_\_\_\_ in the past. Why the huge jump. We need more housing but why SO much"  
 "Lets be creative why are we trying to be like everyone else \_\_\_\_\_ buildings to (sp) tall?"  
 "The gateway is the only place for growth? This is horrible! A bunch of people living too close together? When you put too many rats together the get aggressive. Not healthy for people or rats!" (Seconded with two dots)  
 "People are not RATS - Check yourself - WE ALL DESERVE A PLACE TO LIVE"  
 "\_\_\_\_\_ " blue sticky  
 "Arcata isn't the only community in HumCo Is there a County-wide effort? (Seconded with one dot)  
 "We don't have to provide housing to everyone who wants to live in Arcata. This is not feasible \_\_\_\_\_"  
 "But HSU enrollment was 7,206 in 1976 so going to 11,000 not really a big \_\_\_\_\_"  
 "McKinleyville considered? (Seconded with one dot)  
 "\_\_\_\_\_ " Three yellow stickies with small print (Seconded with one dot)  
 "I've been here long enough to hear about HSU's growth projections before. It is currently a couple thousand less students than when I was a student 20 years ago. Eureka's population decreased in the Census 2020. \_\_\_\_\_"  
 "I think \_\_\_\_\_ will be hard for \_\_\_\_\_ people like me to work"  
 "PLEASE get more locals input, not enough folks know. 4 stories maximum \_\_\_\_\_"  
 "More trees more \_\_\_\_\_ more public art more \_\_\_\_\_"

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**

# City of Arcata Community Open House

January 21 and 22, 2022

## “Arcata’s future multi-family housing developments should look...More like this” poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### Sticky notes:

“3 to 4 story max - save the look and feel of our town”

“Photos of reference of places w/ greater populations do not apply to us - too large for our city”

“Unsafe - decreased visibility, more alley ways for crime.” 2 stories seems high enough for down-town. Multi story building (sp) belong outside city \_\_\_\_\_” (Seconded with one dot)

“It should be 3 to 4 storie (sp) or less”

“These all have underground utilities. It will look much different with our awful above ground utilities”

“Something that includes ample parking”

“I’m against all building (sp) on 3 stories. I like what Kramer(?) \_\_\_\_\_ 2 story apartments”

“5 stories too much”

“Where do cars park? Really!”

“No boxes please!”

“4 stories maximum”

“Better-looking 4-storey (sp) buildings with open space”

“3-4 stories ok. Design review over 8,000 sf”

“4 floors max, por favor!”

“Duplexes, triplexes, 4-plexes with yards AND common open space will still provide desirable density. Larger apartments would be more likely for short term residents and students”

“4 story max. Intersperse with small gardens + parks, benches.”

“Need to encourage home ownership not tenement buildings owned by 2-3 rich developers”

“We are not Orange County! :-)”

“2-4 storys (sp) taller (4) near Plaza, smaller (2) as you get further away”

“I have to admit the renderings of higher-rise buildings are not very attractive and are hard to imagine as part of Arcata. Greenspace is essential. Air space is essential.”

“The max should be 3-4 stories”

“EACH should have its own unique style! 4 floors is optional max. Many options are possible.”

“Limit \_\_\_\_\_ building based on shadow criteria for small communities. Example present tall building block sunlight \_\_\_\_\_ produce dark areas in a city \_\_\_\_\_ should be \_\_\_\_\_ larger effect” (Seconded with one dot)

### Photos, left to right/top to bottom, with dots and/or written notes:

Dots indicate favor unless otherwise noted.

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16 dots



36 dots and two notes:  
 "This looks nice but could be taller and have front porches"  
 "Also hot tub"



32 dots



14 dots "Yes," 1 dot "No!"





2 dots "Yes" and 3 dots "No!"



13 dots "Yes" and 3 dots "No!"



10 dots



9 dots





4 dots "Yes," 2 "No!"



40 dots and 1 note:  
"Like the shared garden space"



9 dots, one with a note:  
 "Like the house!"



6 dots "Yes," 5 dots "No!"





17 dots; 1 with initials? and 1 with note:  
 "Good compromise"



6 dots "Yes," 2 dots "No!" and one note:  
 "I don't want to live in Orange County!"



10 dots "No!" and three notes:  
 "Ugly!"  
 "No thank you!"  
 "Ewww"



8 dots "Yes," 6 dots "No!".

# City of Arcata Community Open House

January 21 and 22, 2022

## Arts, Culture, and Sense of Place poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

**Summary statement on poster:** Vibrant, authentic, and diverse public art and performing arts spaces... Artist and entrepreneurs prosper." Response: "Definitely all over the community" Response: "Become more like Eureka! They are kicking ass in this department."

### General Feedback:

"Art is what makes life worth living! It needs to be an important part of the planning process"

"Please more murals, artwork bought from locals...paint a bound, metal/stone sculpture! employ + improve."

"Make tie-dye our official color"

"Please more public art, murals"

### Guiding Principles:

#### Statements on poster:

"Build upon...planning efforts to create the Creamery Arts & Culture District ..." Nine dots placed

"Incentivize the integration of all forms of art into new development..." Two dots placed

"...housing integrated with or nearby workspaces for artists." Seven dots placed

"...integrate arts and cultural amenities into streetscape...open space plans." Four dots placed

### Gateway Plan Strategy:

#### Statements on poster:

"...arts and artist housing as community amenities through the community benefit program."

Two dots placed and comment "Yes!!"

"...outdoor spaces for informal artistic and cultural activities..." Four dots placed

"...temporary artistic and cultural events." Three dots placed

"Encourage new development to incorporate public art..." Two dots placed

"...public art that uplifts and supports BIPOC artists and narratives." Four dots placed

### General Feedback:

"Yes!" with heart

### ...Use art/forms of expression to maintain an excellent quality of life...

"Love it when new development comes with a % of space for public art - keeps the area interesting, fun, and vibrant!" Response: "THIS! Yes the new developers will always give back for \_\_\_\_\_ + parks if asked. It lifts us up, and creates interest in new areas."

"Would love development of more accessible, affordable studio/creative maker spaces for artists & creators to develop their businesses - au diverse pool of un & coming micro entrepreneurs i a thriving, rural economic ecosystem! Have access to tools & biz development tools = equity & more \_\_\_\_\_"

"\_\_\_\_\_ parks and open space with corridors to \_\_\_\_\_ sense of place \_\_\_\_\_"

“Linear Park & community garden on L Street bike corridor”  
“Diversify locations to create. Make a public creative space for classes”  
“Twice a year sculpture showcase”  
“Live/work”  
“Promote happy & color”  
“The sculptures, murals + color palate of new apts all add to our community”  
“\_\_\_\_\_ base consistent with the arts”  
“Diversity in the arts in Arcata!! Queer + BIPOC focused art space!”  
“Living walls and roofs + murals!”

### **...Promote racial equity in access to public art and cultural activities...**

“Center Art + Craft sell events on giving biopic the needed equity to even the playing field from white established artist”  
“Love ART!”  
“Fund & \_\_\_\_\_ in creating Queer & BIPOC safe spaces for local artists” (Seconded with one dot and note “Please” in heart)  
“Professional artists can use apprentices and volunteers from BIPOC community”  
“Creating \_\_\_\_\_ biopic art collectives + festivals with Black Humboldt, HC Black Music + Arts + other biopic organizations”  
“BIPOC staffed initiatives” (Seconded with one dot)  
“Outreach to local unit + colleges for input; NAACP Latino groups, indigenous”  
“ART Yes”  
“In planning groups, meetings use language that is inclusive of everyone (all colors genders, gender-identity)”  
“Preserve L Street. Build on the linear park + dynamic place it is becoming”  
“Queer bars shops safe places”

### **...Help strengthen the artistic identity of the Creamery District...**

“Fund the Playhouse + Creamery Shoshanna - Jackie bring community together through art, all while paying artists a living wage also! win”  
“Hire local artists to create art/sculptures...Also to landscape native”  
“Hygien (sp) + cleanliness they city ignores this”  
“Working with Arcata Playhouse/Playhouse Arts as Local Arts Agency along with dance community at Redwood Oaks Collective & Kinetic Lab and all established arts & culture lovers of Creamery District to help with funding of programs, development of spaces with access & support of ART & CULTURE as prominent, \_\_\_\_\_ primary & celebrated \_\_\_\_\_ ARCATA’s artistic \_\_\_\_\_ vibrantly \_\_\_\_\_ & beyond. (heart)”  
“Bring back the Creamery District name + boundaries.”  
“\_\_\_\_\_ for the ARTS into plan”  
“Roving group of folks/volunteers to pick up trash, clean graffiti, connect w street people to help them get services”

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**





Jacoby's Storehouse by Jack Durham

*"People have found their jobs, their partners, their friends, and their community through the Sanctuary."*

- Katie Belknap,  
Sanctuary Co-founder

*"HSU students are an untapped resource; what we have is a lot of people willing to step up and capable of doing a good job."*

- Maya Makino, HSU Art  
Education Student

*"The arts have a huge opportunity to support the mental health of the constituents of Arcata, the collective psyche."*

- Tibora Girczyc-Blum,  
Founder, Tuesday  
Tumbleweed

# **City of Arcata Community Open House January 21 and 22, 2022**

## **“Arcata’s future public spaces should look...More like this” poster - feedback results**

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### **Sticky notes:**

“Where are the businesses with high paying wages?”

“Clean up what we have today! I literally walked downtown this morning dog poop, vomit, urine, food waste spit people living in the street asking for money” (Seconded with two dots)

“I do not trust things will be different. Nothing is being done to keep downtown clean - management is already lacking before Development” (Seconded with one dot)

“More natural areas like the forest, Shay Park, the Marsh - Maybe areas for vegetable gardens”

“Work on what we have today! It’s a mess if we don’t fix what we have Building something new won’t make it better”

“Add a bunch of homeless and rocked in flower beds to get a most realistic view” (Seconded with one dot)

“All of the above, continuing to build on what we’ve got going Move public seating? Trash/rec. receptacles”

“A library + sculpture garden”

“Plant more native shade trees”

### **Photos, left to right/top to bottom, with dots and/or written notes:**

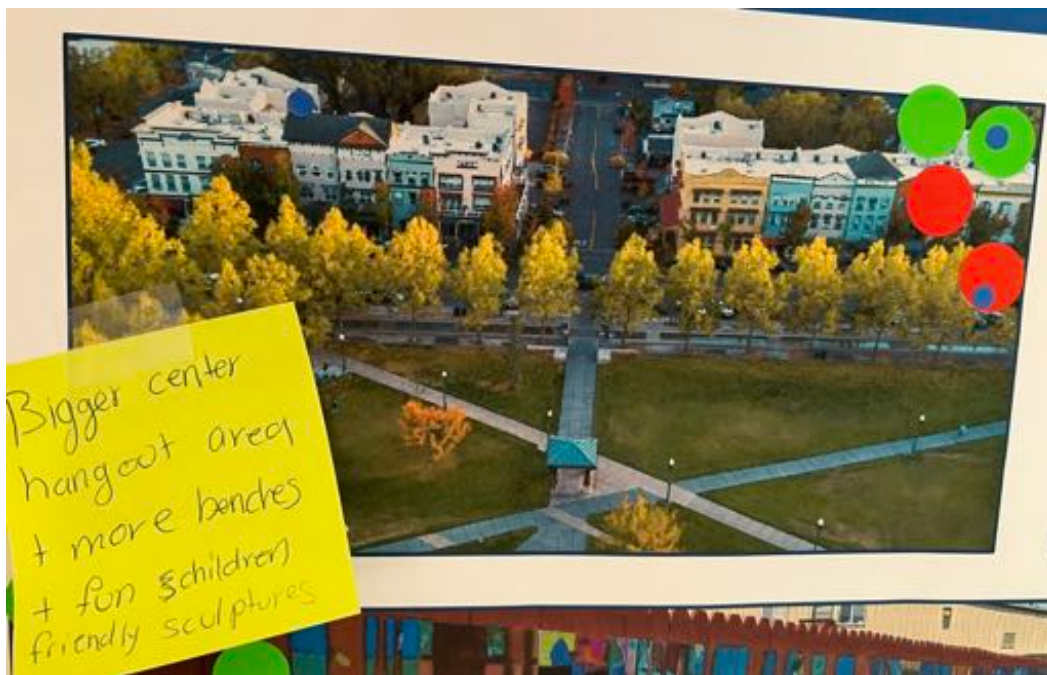
Dots indicate favor unless otherwise noted.

\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.





13 dots and one note:  
 "South facing courtyard with sun. Yes!"



6 dots and one note:  
 "Bigger center hangout area + more benches + fun children friendly sculptures"



7 dots, one with the note "RUG"



7 dots, one with "YES," two with "NO!" (One dot was cropped, but can be seen in the overview)  
 "Meet the housing unit targets - make buildings as tall as they need to be"  
 "We are not Amsterdam" Response: "But we could be more like it!" (Visible in overview)





27 dots, one with note "Public Art"



15 dots (one is cropped/off the edge of this photo but can be seen in the overview)  
 "Keep L St as a pedestrian/bike path + add linear park. Do not build out an unnecessary one lane one way road."



16 dots  
 "Love the current one!" (Visible in overview)



4 dots, one with note "RUG" and another with note "Public Art"





5 dots



16 dots



17 dots + 1 dot "NO!"



10 dots





3 dots

"Solar panel covered picnic tables - Yes! Generic CSU campus style buildings - No!"



3 dots

"But w/ Food and Biodiversity - no meaningless lawns"

"Please -Yes -Yes no grass! Natives"



15 dots, one with note "NO ROAD" and one with note "nice rural feel"

# City of Arcata Community Open House

## January 21 and 22, 2022

### Built Environment - the "Streetscape" poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

#### **General Feedback:**

Top half of poster

"\_\_\_\_\_ local amazing artists, please employ them to keep Arcata, Arcata" (Seconded with one dot)

"A common space should involve major \_\_\_\_\_ groups \_\_\_\_\_"

"What about existing buildings that will lose winter solar access??"

"No winter sun" with drawing of house and sad sun

"Is winter sun more important than housing humans??"

"Wide sidewalks with trees and benches - and a maintenance plan" (Seconded with a dot)

"\_\_\_\_\_ when interfacing with existing \_\_\_\_\_ residential"

#### **How Should the city regulate new buildings and public streets...**

"**Please keep new buildings @ 2-3 stories tall.** Big buildings can oppress positive open energy"

"Rain water catchment"

"Sidewalks, bike lanes, no traffic streets like G & H :-( Too narrow" (Seconded with one dot)

"Follow regulations the new black fence (sp) on M St is ugly + does not follow City current regulations" (One "NO" dot)

"Storefronts along the sidewalk + places for people to sit + chat or people-watch"

"**4 story max**"

"**ABANDON THIS WHOLE PROJECT**"

"**Maintain a maximum building height of 4 stories as prescribed in the General Plan**" (Seconded with one dot)

"Don't underestimate the need for parking! Very few people commute by bike! Get real" (Seconded with one dot)

"**NO** building right up to the (property line) sidewalk! Please, set buildings back!"

"-Well maintained sidewalk - Bus stop"

"Physical barrier b/t Bikes & Cars" "Yes!"

"**No buildings >4 stories**, keep them close to Plaza transition to 2 stories as you go south/west of Plaza"

"\_\_\_\_\_ safe walkability/street crossing w/ lighting for peds. Green space within streets/sidewalks where possible"

"\_\_\_\_\_ a center \_\_\_\_\_ park \_\_\_\_\_ equal distant in the center from 20 houses for parties community meet ups"

"**Limit building height to 4 stories**"

"Gray water for landscapes!"

"Biger (sp) sidewalks and \_\_\_\_\_"

#### **What strategies can the City use to promote racial equity in access...**

One dot placed here appears general in nature and not applicable to any specific comment.

“Prosecute racial provocateurs so people OC feel comfortable living here”  
“Create District naming convention that honor (sp) the original ancestors of the District lands”  
“Reach out to Wiyot Tribe”  
“Festival + open house history month events to honor the important times in history for minorities”  
“Encourage home ownership, not renting by large rich developers” (Seconded with one dot)  
“\_\_\_\_\_ events \_\_\_\_\_ celebrate all people (i.e. Black History Month, Cesar Chavez Day)”

### **What currently makes the Gateway Area a pleasant environment...**

“Lack of dense housing!”  
“The Creamery District & Art” (Seconded with one dot)  
“Not much traffic”  
“Open GN Bathrooms”  
“Local service industry businesses within walking distance to Downtown & HSU”  
“The bike/ped trail! the Creamery, Back Porch, Kinetic Lab, Holly Yashi” (Seconded with one dot)  
“The peacefulness and nature. I walk on the railroad tracks to the Marsh every day and am always charmed & delighted by what a beautiful place it is. Don’t turn it into Central Park! 3,500 more people will ruin it.”  
“Queer bars and safe spaces”  
“ASI trained food workers”  
“Easy parking”  
“BIKE TRAIL, ART”  
“Open space, sunlight, industrial vibe, bike path, trees, skyline - wide area for gatherings of people”  
“The Creamery businesses - ie Playhouse, courtyard shops, The Pub, the lites, + flags, the street mandala, Holly Yashi shop + manufacturing - mixed commercial + art places.”

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**

# **City of Arcata Community Open House**

**January 21 and 22, 2022**

## **The California Environmental Quality Act (CEQA) poster - feedback results**

**(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)**

“Is it possible to a CEQA update?”

“Growth inducing” (Unclear specifically what this refers to based on position of note)

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# City of Arcata Community Open House January 21 and 22, 2022

## Equitable Housing poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### Guiding Principles:

Statement on poster: "Plan for up to 3,500 new residential units..." Response: "Perhaps half this amount" Response: "Yes"

Statement on poster: "...market-rate units for singles and families...upper income units, such as luxury penthouses...benefits of truly mixed income neighborhoods" One dot placed.

Response: "A lot of your renters will be students so luxury penthouses should be made w/ HSU professionals income in mind"

Statement on poster: "...all new development...minimum quantity of housing units"

Response: "Arcata does not have to provide housing for everybody" (Seconded with one dot)

Response: "What is the incentive for a private developer, builder to build affordable housing?"

General Feedback:

"What are the required needs so 'we the people' know? 'Equitable' sites should be throughout Arcata"

### Gateway Plan Strategy:

Statement on poster: "...minimum residential density levels but no maximum..." Response:

"Minimum density force larger structures, the property owner should have the option not to build over 2 stories" (Seconded with one dot) Response: "Yes" Response: One dot with "NO!"

Statement on poster: "...range...from micro units to three or more bedrooms." Response: four dots

Statement on poster: "...mixed-income neighborhoods...deed-restricted affordable...low and market rate units." Response: 10 dots placed.

Statement on poster: "Support the re-housing of existing residents displaced..." Response: three dots placed. Response: "Places like this should include input from those \_\_\_\_\_ housing options w/ in the planning area. Respect and compassion are never misplaced. Keep people in their home neighborhoods"

General feedback:

"Rent control!!"

"I like these strategies"

### "What type of housing would you like to see..."

"Not 8 story buildings Arcata \_\_\_\_\_ small community, not citified"

"\_\_\_\_\_ interesting design and renewable energy \_\_\_\_\_"

"Mix of styles and income levels - **no more than 4 stories!**" (Seconded with one dot)

"The housing \_\_\_\_\_ density \_\_\_\_\_ built with \_\_\_\_\_ parklike spaces" (Seconded with a checkmark)

"Eco-friendly high rise"

"Mixed. **Four stories MAX.** Some single family, duplexes-"

"\_\_\_\_\_ 4 plexus for ownership, **2 stories at max height**" (Seconded with two dots)

"Shadows in \_\_\_\_\_ Arcata can be fiercely cold & you only know this if you \_\_\_\_\_ lived here awhile"

“3-4 stories max - Anything more will change character of town” (Seconded with two dots)  
 “Low impact tiny homes”  
 “Three story \_\_\_\_\_most \_\_\_\_\_ -variety of multiple and \_\_\_\_\_ unit” (Seconded with two dots, one with note “ditto”)  
 “\_\_\_\_\_ level maximum”  
 “\_\_\_\_\_ mixed community”  
 “More ADA accessible housing”  
 “1-2 bedroom townhouses/condos that People can buy, not just rent from rich developers”  
 “1st time home buying opportunities -Mid-range homes affordable for incomes up to \$80k”  
 “4 story maximum”  
 “Studio 1 bedroom & 2 bedroom units with laundry facilities with adequate of (sp) street parking”  
 “Green building Energy efficiency (more than ‘passive’ designs)”  
 “MIX of singles + duplex + townhouses + apts” (Seconded with one dot with note “ditto”)  
 “Live/work” (Seconded with one dot)

### **What strategies can the City use to promote racial equity in access...**

“Outreach to POC to apply for housing” (Seconded with one dot with note “YES”)  
 “Inclusionary zoning 20%”  
 “Income limitations on affordable housing units”  
 “Outreach to BIPOC residents” (Seconded with one dot with note “YES”)  
 “The Gateway has nothing to do w/ homelessness problem They won’t be able to afford any of them.” (Seconded with “ditto”)  
 “Rent control”  
 “Humboldt County has the highest artist per capita in the West Coast. Housing for low-income artist” (Seconded with one dot)  
 “Maybe the City shouldn’t plan to cram people of color into dissimilar housing in the industrial lands?” (Seconded with one dot with note “YES”)  
 “More public feedback + specific groups input” (Seconded with one dot with note “YES”)  
 “Make Arcata safe for POC’s”  
 “ALL NEW ground-level buildings should include RAMPS. Res. and Business”  
 “Working with indigenous communities”

### **What strategies can the City use to ensure housing opportunities for a wide range of incomes...**

“Income limitations on housing -Priority for locally employed residents (Seconded with one dot)  
 “Racial equity audit on living spaces -Holding priority but still meeting requirements”  
 “Limit AirBnbs”  
 “Prioritize home ownership + Quality of life housing”  
 “Why give away the ‘hottest RE market in the country’ away to developers? MANDATE AFFORDABILITY”  
 “Most Humboldtians are already PRICED OUT’ (Seconded with one dot)  
 “Simply comply w/ minimum State requirements - nothing beyond that”  
 “Co-Ops offer another type of living”  
 “Encourage housing cooperatives”  
 “Lottery system for low income housing modeled after larger cities”  
 “Elders need ground floor dwellings. Emphasis on accessibility is crucial”  
 “What is deed restricted affordable housing?” Comment: “Yes I want to know this too”

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**

# City of Arcata Community Open House

January 21 and 22, 2022

## Final Thoughts/Feedback poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

"Wouldn't it be cool to have a 3-D model (analog, not digital) of the area?! Yes!!!" (Seconded with one dot)

"Thank you for the thought & brain power that has/is going into this. I am excited to see how Arcata grows & develops thoughtfully"

"What can we do to help this project? Is there a vote? Is there a petition?"

"Need more input about infrastructure & height - **0>4 high**" (Seconded with three dots)

"What about coordination between HSU & the City about needed infrastructure to support all the \_\_\_\_ development of both entities"

"**NO** to GREENFILL. (Sun Valley) We're watching"

"**There should be a collected effort w/ the Staff and the Public to read and compile all of these stickers & post-it notes together. Total transparency is a must!**" (Seconded with one dot)

"Leave Arcata as is!" (Seconded with three dots and a sad face)

"**4 stories max!** Thank you for listening" (Seconded with two dots)

"If nothing else, ditch the 8-story config. **Max 4 stories.** This is a small town. And, regional transit pass!"

"**4 stories max!** Wise people came up with the Arcata General Plan. Let's not dumb it down for big developers and specious environmental claims by grant writers and gov't bureaucrats"

"Can the AFD protect/handle 8 story high buildings?"

"We (the public) need to hear from the Fire Chief's thoughts" (Seconded with one dot)

"Thank you for the opportunity to comment and learn about this \_\_\_\_ & important work"

"Please make Arcata more Green & more Progressive" (Seconded with two dots)

"**LOVE THE OUTREACH!** Thanks for checking in with us." (Seconded with "yep")

"More focus on creating racial equity & safe space for us"

"Art spaces for BIPOC - queer residents"

"Thank you!!! Yes, thank you" (Seconded with one dot)

"Thank you! **4 stories max!**" (Seconded with one dot)

"Displacing people + businesses to do your project is bad planning. There are other areas"

"How do we keep homeless turning these "attractive" housing units into garbage pits. Yes - I understand the issues, but live the reality of seeing a \_\_\_\_ dirty Arcata" (Seconded with two dots)

"Why does the City always try to reinvent the wheel? Please look up other communities that have successfully absorbed large numbers of students into the community with \_\_\_\_"

"Address the rise in racist attacks of BIPOC protestors (sp). Make it safer for BIPOC to protest" (heart added)

"Mental health is an important part of society. The "pandemic" has created a lot of stress for adults as well as children. It could be a benefit for our citizens to have affordable counseling" (Seconded with one dot and a heart)

"**4 stories max!**" (Seconded with four dots)

"More investment in racial equity (paying BIPOC to lead) Invest in POC/queer youth, arts, culture NOT POLICE they aren't needed if all basic needs are met (heart)"

"Thank you for inviting the public to join the discussion"

"Reduce police funds + move them to effective community lead organization"

"More community BIPOC + queer artist events + pay/allow BIPOC to teach racial equality + equity"

"Stay flexible for good ideas that may not have been considered." (Seconded with two dots and a checkmark)

"Thank you for the opportunity to participate. Yay! Thank you!"

"Will there be enough clean water available for the increased population?"

"Adequate health care facilities?"

"Better care for vets. Stop this scam on old folks"

"Question the assumption that Arcata has to be the housing refuge for thousands more.

Why???"

"Excellent and extensive efforts at community engagement and input THANK YOU!"

"New housing to fit neighborhood architecture existing - Continuity not excessive height -

Utilize solar as much as feasible - provide safe access on foot and vehicle"

"Need more emphasis on importance of high paying jobs, not just minimum wage jobs

-STIM industry -service industry - light industrial -etc"

"\_\_\_\_\_ plant"

"Separate bikes/ped from cars"

"The security fence around G5 project at 11th & M St is incompatible w/ neighborhood! Also I worry about the noise from the server cooling fans"

"Thanks for all your work on this!! Great job!"

"Pandemic economic crisis political caos (sp) WRONG TIME for this"

"What about the Giuntoli area taking some of the impact?"

"MORE community outreach to inform/inquire abt plan" (Seconded with one dot)

"Does this benefit developers?" (Seconded with one dot)

"What protections against WILD FIRE are built into the new developments?"

"For those who want to \_\_\_\_\_ to town (Safeway, Co-Op, Plaza, Hensels...) what \_\_\_\_\_ way if people can't \_\_\_\_\_"

"Advisory Committee that includes POC and unhoused to get important feedback"

"Demonstrate your flexibility and gain the communities' (sp) trust by implementing the most wanted changes NOW (4 story max, etc)" (Seconded with one dot)

"I do not see where this plan provides for multi-generational families. What about the needs of children & seniors?"

"1) 3-story ht max 2) better use mix - not just mostly residential 3) just meet minimum state housing requirements but not more 4) process as a specific area plan - which will address infrastructure"

"Thank you. Looking forward to this project"

"Remember cars are needed to access nature outside city limits \_\_\_\_\_ Have dedicated \_\_\_\_\_ in the Plaza"

"Infill development is SO important! Don't let the nay-sayers/go-slowers kill this plan. But yes details to work out - 8 stories too high? and on sea level rise vulnerable -LT parking option off-site - walking w/out cars losing Creamery \_\_\_\_\_"

"Great thought overall and \_\_\_\_\_ warranted compared to existing use. BUT please 4 stories MAX" (Seconded with one dot)

"Infrastructure? (sp) Water systems? Wastewater plans for pop. increase? (Seconded with two dots)

"Reduce police funds + move them to effective community lead (sp) organization"

"Need to reserve some space north of 255 for future WWTP components"

"Great job! Keep it up!"

"\_\_\_\_\_ planning Thank you!"

"More emphasis on sustainability, green solutions, active transportation infrastructure above the minimum"

"The Housing Element for 2019-2027 states we need 610 units - How did we get to 3500 + then 2500 in the green belt?"

"Need to consider recreation facilities ie courts fields programs"

"Thanks for encouraging feedback!"

"It took 1 year for PGE to upgrade electrical box for an ADU (800 sf) in Arcata. How will they do for big projects?" (Seconded with two dots)

"Thanks for this type of opportunity (@ Com. Center) Lots of info/lots to ponder. I need time to digest it now!"

"Meet the housing targets 3500"

"How many Arcata planners currently ride/walk to work? Odd to plan that nobody else will own cars"

"Joe Mateer does, and he deserves a raise!!! (heart)"

"No 8 stories, **3 stories max**. I appreciate the opportunity to voice my input I think a lot are on the same page."

"Will the Gateway Area make the now unaddressed 'downtown square' obsolete?" (Seconded with one dot)

"Will our waterway/watersheds be protected like the Jolly Giants stream that runs through town?" (Seconded with one dot)

"I think this plan assumes that the students will be single young individuals. the Poly's attract older students with families and returning students. Don't forget about the children and creating a safe environment"

"Thank you for asking for our input! Most important first step"

"How much time has been dedicated to mitigating ocean rising?" (Seconded with one dot)

"Keep Arcata livable"

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**



# City of Arcata Community Open House

January 21 and 22, 2022

## Full list of Plan topics poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### General Comments (not attached to a specific category:

One pink sticky note with small handwriting (Seconded with one dot)

"Please change the names of the districts Wiyot inspired would be better"

"\_\_\_\_\_ Plaza!"

"This plan helps keep Arcatas (sp) charm & helps us plan for the future (heart)"

"Really the report is 120 pages long We respond on a post it? Not fair!"

"The charm of our town will be Lost" (Seconded with five dots and "Absolutely" with a crying face)

"I think Arcata will still maintain its charm if this plan comes to fruition Its the location + surrounding environment that give Arcata its charm"

"Arcata's small town charm is already hindered by lack of affordable housing \_\_\_\_\_ Remember what you call 'charm' keeps people \_\_\_\_\_"

"We need a wholistic view and NOT this piecemeal stuff. We need to make it OURcata not for \_\_\_\_\_ and contractors"

"Where is the dog park, yo?"

"DOGS! What about the dogs?"

"Horses! What about the horses!?"

"More home ownership condos townhouses"

### Land Use:

"Open space" (Seconded with one dot)

"Pay attention to climate change priorities in land use planning - energy swing of less cars, no coal, new INFILL \_\_\_\_\_" (Seconded with one dot)

"Encourage zoning for Murphy's Market type establishments (beyond residential zoning)"

"Resource or civic center"

### Mobility:

Three dots were placed in this area; appeared to refer to the category in general

"Unrealistic to make it car free (no infrastructure)" (Seconded with one dot)

"What about the handicapped that can't walk!" (Seconded with two dots)

"CRTP - free shuttle service -localized Uber/ride share -Partner w/local Cab \_\_\_\_\_"

"-Connect trails to go around Bay -Connect to trail to Blue Lake - \_\_\_\_\_"

"\_\_\_\_\_ build out L St \_\_\_\_\_ the largest \_\_\_\_\_ Keep bike/ped path + extend \_\_\_\_\_ space w/ added linear park. No new \_\_\_\_\_ for one way \_\_\_\_\_"

"\_\_\_\_\_ charging \_\_\_\_\_"

"Make the bus free during the ongoing pandemic" (Seconded with one dot)

### Community Benefits:

Four dots were placed in this area; appeared to refer to the category in general; one dot had a written note that was illegible

"Who decides what's beneficial to the community & how is it \_\_\_\_\_ different things \_\_\_\_\_ (different smaller communities within the larger community)"

"How about discussing community impacts & how to mitigate?" (Seconded with one dot)

"Require 10% min feedback from community" (Seconded with 'yes!')

"More community \_\_\_\_\_ Programs - mobilization of market \_\_\_\_\_"

## **Street Design:**

Four dots were placed in this area; appeared to refer to the category in general; one dot had a written note, "More parking"

Three sticky notes were either partially covered or had small lettering

"Need more street trees & landscaping"

"Pedestrian and cycling only street from gateway \_\_\_\_\_ to Plaza" (Seconded with "Yes!" and one dot)

"Bike & pedestrian trail should be lined w/ a linear park, NOT A ROAD"

"Less parking - Less dependency on cars and more incentive for active transportation"

## **Housing:**

Seven dots were placed in this area; appeared to refer to the category in general; one dot had a written note that was illegible

Three sticky notes were either partially covered or had small lettering

"Encourage ownership! Discourage corporate or absentee landlords"

"Absolutely NO 8 story buildings!"

"4 story limit w/ any buildings"

"Affordable housing in perpetuity"

"Mandate owner-occupied housing to discourage \_\_\_\_\_"

"\_\_\_\_\_ home buying opportunities, please!"

"\_\_\_\_\_ our town's look and feel"

"Build up instead of out. Why stop @ 4 stories?"

"\_\_\_\_\_ to 4 stories as listed in the general plan" (Seconded with one dot)

"Stop at Four (set backs start at 3)"

"Eco-friendly mid or high rise please!"

## **Community Design:**

Four sticky notes were either partially covered or had small lettering

"Acceptable noise levels is an issue if you mix residential + commercial/also light pollution"

"\_\_\_\_\_ by limiting bldg height to max 4 stories. Include max allowable new \_\_\_\_\_"

"Maintain Sunlight and space(s) for community gardens! \_\_\_\_\_"

"\_\_\_\_\_ 3 overpasses (101)"

"Encourage creek daylighting & green zones"

Completely obscured pink sticky note (Seconded with one dot)

"The \_\_\_\_\_ DUTCHY'S PIZZA THAT IS ON ALL NITE (sp) IS EXTREMELY DIFFICULT TO LIVE NEAR. APPARENTLY ITS FOR THE PILOT LITE + IT SEMS THERE IS A BETTER SOLUTION, OR IF HE KEEPS HIS OVENS"

"\_\_\_\_\_ free is \_\_\_\_\_ an Arcata \_\_\_\_\_ style - getting out of \_\_\_\_\_ w/out a car!" (Seconded with two dots)

"THE FENCE @ PERIMETER 11th & M Streets\* HAS TO BE REVISED. ITS TOTALLY INCOMPATIBLE with the town + adjoin (sp) neighborhood childcare, residential area \*G5 Fiber facility"

"What good are sidewalks if we have our street lights turned off? It is dangerous to walk to town from 10th Street! All cracked sidewalks and not enough light to see!" (Seconded with one dot)

### **Arts and Open Space:**

Three dots were placed in this area; appeared to refer to the category in general

Two sticky notes were either partially covered or had small lettering

"More parks for families and gardens for peaceful refuge amid the buildings"

"LOVE the pursuit of Art Funding! - Combo art in \_\_\_\_\_ to create destination spots" (Seconded with one dot)

"Open space sunlight gardens! L Street Linear Park"

"Accessible safe spaces focused on arts, culture + POC-led \_\_\_\_\_ to create \_\_\_\_\_ equity + \_\_\_\_\_ in Arcata"

"Create a pottery and/or community arts with walking \_\_\_\_\_"

"Need parks & recreational facilities"

"Maintain the green spaces + landscaping we have ie street trees" (Seconded with one dot)

"Don't remove existing green space -Plant only natives -No non-native grass, etc"

### **Infrastructure:**

Six dots were placed in this area; appeared to refer to the category in general

Two sticky notes were either partially covered or had small lettering

"\_\_\_\_\_ parking need to be addressed before the \_\_\_\_\_ of the Gateway \_\_\_\_\_" (Seconded with one dot)

"Green energy usage \_\_\_\_\_"

"Improve the wastewater system before building dense housing!"

"Need to have a plan for the infrastructure first -wastewater/storm -sea level rise -Fire -Parking

Don't \_\_\_\_\_ individual projects have to figure this out, \_\_\_\_\_"

"\_\_\_\_\_ w/ major input from the fire district"

"\_\_\_\_\_ usage? \_\_\_\_\_" (Seconded with one dot)

"Ocean rise infrastructure - New location for WWTF - \_\_\_\_\_ marsh and bay \_\_\_\_\_" (Seconded with one dot)

"FIRE RESISTANT Buildings and TREES"

"HSU students need cars to to access the Forest hills & mountains. Students will need parking."

"Wide sidewalks (more than 6 ft.)"

"Let the artists in the community choose the district names"

"Water treatment plant will have to be updated beyond what the current 100 million dollar City loan will do"

"No L \_\_\_\_\_ couplet -Keep L St as bike path -More bike/ped \_\_\_\_\_ K St + \_\_\_\_\_"

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# City of Arcata Community Open House

## January 21 and 22, 2022

### “Gateway Area Amenities I” poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

#### **Housing Creation:**

<b><u>Amenity:</u></b>	<b><u>Vote Tally</u></b>
High-density housing	14
Small units (750sf or less)	30
Family units (3 or more bedrooms)	16
Owner-occupied units	31
Single room occupancy	9
Preserving existing affordable housing	17
Creating new affordable housing (deed-restricted units)	16
Creation of new mixed income housing	25

#### **Write-in:**

Homeless housing allowing for pets and disability	3
---	---

#### **Open Space:**

<b><u>Amenity:</u></b>	<b><u>Vote Tally</u></b>
Trail enhancement/new bike and pedestrian trails	32
Contribution to area beautification fund	7
Easements dedicated to city for parkland or creek daylighting	20
Contribution to parkland fund	4
Creek daylighting	20
Street trees	33
Community gardens	21
Edible/native landscape	19

#### **Art and Culture:**

<b><u>Amenity:</u></b>	<b><u>Vote Tally</u></b>
Creation of public art or related infrastructure	16
New performance space	6
Art & culture fee program	6
Artist live/work housing	18
Community-building infra (seating along trail, drinking fountains, little free libraries etc)	24
Contributions towards partnership with Arcata Main Street on community connectivity events between Plaza/Gateway	7

#### **Green Building/Sustainability:**

<b><u>Amenity:</u></b>	<b><u>Vote Tally</u></b>
LEED Gold or higher, all electric development	15
Mass Timber Construction	6

Renewable energy generation	20
Contamination remediation	5
Stormwater runoff management in addition to state requirements	16
Light pollution reduction	17
Jolly Giant Creek water quality improvements	13
Improving fish passage for salmonids	19
“Wetland banking” for habitat restoration	16

### **Write-in:**

Prevent bird window strikes	3
NOISE CONTROL esp at nite (sp) from HVAC equipment	2

### **General comments:**

“100 AirBnB units? That’s housing that’s lost! And it’s a lot of units” (Seconded with four dots)

“Enforce limit \_\_\_\_ 100 short term rental units”

“Anyone looking at 3D printed units for single occupancy?”

“ADA accessible”

“Subsidies for homeless to \_\_\_\_ housing to home ownership”

“D) All of the above”

“Street trees are great. Make sure there is \$ for biannual cleanup. There is very little street cleaning & I see lots of debris going down sewer grates Lots of \$\$ to clean out once underground” (Seconded with one dot)

“Do the Gateway Plan keeping \_\_\_\_ ecosystem function in mind - creeks, vegetation corridors, pocket parks & playgrounds for kids”

“These should be necessities (requirements) not amenities” (Seconded with two dots)

“What about safe areas for youth sports. This will affect young families that would be emotionally invested in our community.”

“Outdoor bandstand theater” (Seconded with one dot)

“All electric is good, LEED adds cost and not necessarily value”

“Preserve solar access to adjacent properties. Daylight more of Jolly Giant Creek” (Seconded with one dot)

“How do we control noise from parties if these are to be also student housing mixed w/ professionals?”

“Have lots of lighting in diff forms & intensity. Well lit areas can create moods.”

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# City of Arcata Community Open House

## January 21 and 22, 2022

### **“Gateway Area Amenities II” poster - feedback results**

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

#### **Multi-Modal Transportation:**

<b><u>Amenity:</u></b>	<b><u>Vote Tally</u></b>
EV charging stations	14
Employee showers	4
On site bike parking/storage in addition to what is required in form based code	15
Bus passes for residents	17
_____ parcel frontage for transportation use	3
Comment: one person added a question mark to this category	
Utility undergrounding	26
Comment: “Only way this plan does not become a huge blight”	
Contribution to all-electric bus	15
Trail lighting and aesthetic improvements	21
Park & ride lots	7
<b><u>Write-in:</u></b>	
A parking space for each new residence built	2

#### **Enhanced Architecture/Design:**

<b><u>Amenity:</u></b>	
Roof form variation	14
Architectural detail, ornamentation, articulation in addition to what is required in form based code	19
Comment: “think of sun”	
Cantilevered upper floors	5
Retail/dining facing trail or creek	20
Comments: “think of sun” “south facing” (one other, illegible)	
Rehab and adaptive reuse of existing history structures	25
Comments: “Very important”	
“What happened to the log cabin at the fiber optic center?”	
“What about architecture that fits in with architecture in neighborhood?”	

#### **Retail and Job Creation:**

<b><u>Amenity:</u></b>	
Ground-floor retail/mixed use developments	10
Outdoor dining	29
Comment: “think of sun”	
Rooftop dining	9
Comment: “100”	
Owner-occupied units	22



Comment: "Don't let landlords buy up properties to jack up rents"	
Creation of 50+ jobs	12
Community health/support services	22

## **Other ideas?**

### **Amenity:**

Public art - sculpture, music, dance, benches, _____	6
Solar outdoor decorative lighting	1
Etched glass or other ways to make windows bird safe	1
Solar panel covered picnic tables - yes! Generic CSU-style - no	1
Campground	1
Outdoor picnic area	1

## **General comments:**

"If you build it, they will ride. We need an excellent public transit system!"

"Secure bike parking - covered. Outdoor racks in this weather are not encouraging..."

"Better public transportation and also to get out of the area. Decrease cars - HSU freshman no cars if in Arcata. Can do other 1st years in other colleges.). HSU busses at holidays to Sac, SF, Oregon, etc and return after holidays."

"Maintenance over long term!! Shabby paint, siding, balconies turn into slums!"

"Sight lines!"

"Lighting!"

"CCTV!"

"City sponsored ride share program"

"Stop pretending we don't need cars..."

"Recreation facilities for new residents, i.e. tennis courts, basketball courts, soccer/baseball fields" (Seconded with the note, "Public")

"Need a transportation plan for people that work in Arcata but don't live there, and vice versa."

"3500 units with little parking is unrealistic and not workable."

"Necessities & requirements (not amenities) (Seconded with "absolutely!")

"Maintain light industrial space for service work businesses" (Seconded with dot "Keep it ind use"

"Keep light industrial use"

"8 stories is too high - max 3 or 4. Will change character of small Arcata"

"No stucco"

"No more than four storys. (sp) Put taller buildings on south side of block to avoid blocking sun on neighboring buildings"

"We cannot keep businesses one on the Plaza. Why add more retail space now? (Seconded with two dots)

"Mandates, not amenities" (Seconded with "Yes, please!" and "Me three!")

"Where are the higher paying service/light industrial options? STEM businesses that support HSU Poly?"

"The plan needs more public space as opposed to privately owned 'public' space". (Seconded with a heart)

"This plan proposes to allow windowed walls erected adjacent to the bird sanctuary and up the riparian corridors. According to Sibly Guides and Audobon groups, windows are the highest faster for bird mortality."

"I feel saying 8 stories was a way to get people to agree to 4. Too High! 3 stories MAX!"

“Mandate affordability!” (Seconded with another dot and a “ditto”)

“100 AirBnB units? That’s housing that’s lost!” (Seconded with four dots)

“Enforce limitation of 100 short term rental units”

“Do deed-restricted units mean that low income families end up not building much equity in their property? Is there a way to make housing more affordable for everyone without needing subsidy programs?”

“Anyone looking at 3D printed units for single occupancy?”

“ADA accessible”

“Subsidies for homeless to transitional housing to home ownership”

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# City of Arcata Community Open House January 21 and 22, 2022

## Gateway Area Development Review Process poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### **“Amenities” Defined:**

Left side of poster

One dot with writing - illegible

“I’m concerned about what the City will give with the approval of ministerial process”

“Benefits to the large developer for what should be an requirement is insulting” (Seconded with one dot)

“A paid parking structure is not an amenity (well, maybe it is for the owner of the structure!”

“Your amenities are really requirements at the code or in decent planning process” (Seconded with one dot “Yes”)

“Stormwater management + creek restoration + access to open space”

“Most of what you have as amenities should be MANDATED” :-)

“Encourage native plantings: red alders\*\* Oregon vine maples Huckleberry Encouragement for native bird to be in this area” (Seconded with one dot)

“Daylight the creek! Pocket parks for kids & pets Concrete benches in sunny spots Access to daylight (Seconded with two dots)

“Do not remove public input no matter what the Amenities. Streamline, ok. Rubber stamp by Planning Dept, NO!!”

“HEIGHT!!!” “Yes” (Seconded with six dots)

“Yes, pocket parks covered bandstand water features art, sculpture”

“Set higher floors back from sidewalk -safe bike parking overnight -Murals -Outdoor music venue -A variety of shops & eating establishments”

“Okay but how many murals do we need, and are they worth a bunch of 8 story behemoths”

“Process it as a Specific Area Plan as was originally intended and promised”

### **Amenity Categories:**

Right side of poster

### **Amenity:**

### **Vote Tally**

Green Building and Sustainability	12
Active and Alternative Transportation	8
Retail and Job Creation	2
Housing Creation	6
Arts and Culture	6
Open Space	14
Comment: “Yes” and an asterisk	
Enhanced Architectural Features and Exterior Design	5
What else may we be missing? “Dog park” “Parking”	

“All Arcata residents should know. Mail all info? More input & team work. It takes a village”

"Given size of development proposed building eliminates many local contenders. Work for large projects would primarily be done by large..."  
 (con't on next sticky) "out of town companies who only who only provide some work for some locals"  
 "Better communication with Gateway people + neighbors"  
 "Need high paying jobs too, not just retail. Retain service & light industrial"  
 "Incentives to renters who do not have cars"  
 "TRIBAL/NATIVE INPUT"  
 "Create a social area in a warm place - south facing"  
 "Creek daylighting"  
 "Displacing people in housing to create more housing is bad" (Seconded with three dots)  
 "Yes Art! Sculpture murals water features Parks" :-)  
 "Build parking garages below apartment buildings! For at least 75% of occupants!"  
 "Love it!"  
 "Encourage cooperative and communal living"  
 "Quality construction that is maintained & does not become eyesore over time. Not cheap materials & finishes. Require upkeep"  
 "Streamlined process is code for making it more developer friendly. Excludes public input"  
 "Mix of income levels!" "Yes!!" (Seconded with three dots)  
 "Slow DOWN! What's the rush to push this through?" (Seconded with four dots)  
 "Do not streamline! retain public input"  
 "Grey water Solar water Solar heat"  
 "Amenities - More talk about an offsite parking option LT parking"  
 "Maintain public review for developments that are greater than 3 stories." "Yes!" (Seconded with three dots and an asterisk)  
 "\_\_\_\_\_ building height for amenities!"  
 "Sidewalks\* & bus stops \*well maintained"  
 "Missing \$ for maintaining + cleaning what exists now"

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# **City of Arcata Community Open House**

**January 21 and 22, 2022**

## **General Plan Updates poster - feedback results**

**(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event)**

No community feedback was given on this poster.

# City of Arcata Community Open House

## January 21 and 22, 2022

### Housing Insecurity and Homelessness poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

#### **Feedback:**

Some sticky notes are covered with others and can't be read in photos

"More homeless services are needed; more treatment, housing, all around help... people need homes. Home the homeless!"

"It's not peoples' fault if they can't have a house to live. There should not be stigma. 'There but for fortune go you or I'"

"Safe Sane before Affordable"

"-Safe -Small town -Offer treatment for the mentally ill homeless"

"Supervised camping areas. Affordable/subsidized housing" (Seconded with three dots)

"Provide homeless with place to camp/park and encourage to move away from roadsides and city parking lots" (Seconded with one dot)

"-Accessible shelters -Preventative programs" (Seconded with two dots)

"More safe parking lot Safe camping for people without vehicles" (Seconded with one dot)

"Free campground cleaned once a week Laundry Shower etc." (Seconded with two dots)

"-Housing first -Home ownership -Housing mentorship"

"Give the folks in the newly developing Safe Car Program & Valley West Housing. Work programs inspire connectedness with city for folks"

"Arcata Ball Field needs to be the only place for unsheltered people to camp"

"Going to the Plaza during a sunny day (except during Farmers Market) sucks! Homeless, smoking, drugs, fighting... + I almost got hit in crosswalk..."

"We are losing our town to grant writers and (sp) big developers. When accepting these grants you need to accept people from outside the City and even the region."

"SoCal media has stated that this is Homeless Heaven!"

"-Change language on Homelessness -Break through stigma workshop -Value lived experience: -listen -build relationships -Apply \_\_\_\_\_ Care"

"Stop anti-homeless structures art etc"

"Homelessness can not be solved on a city by city basis???"

"Subsidized transitional housing with \$ to support mental health, drug treatment, job training, etc to help get folks back on their feet (Arcata House)"

"We need much more housing & parking areas for homeless"

"Always ask: Affordable for who? If someone cannot afford anything does not mean they should have nothing, there needs to be options for permanent housing & safety nets to prevent people being put out of their home" (Seconded with two dots)

"Incorporate CTEP -Public Safety Committee"

"Homeless facilities should be considered in the Gateway District." (Seconded with two dots)

"Supervised tent camping seemed to work in the beginning of Covid" (Seconded with one dot)

"More public restrooms" (Seconded with five dots)

"If someone cannot afford a home, we need to take a look at WHY they are homeless. Fixing that, and helping them find housing even if they have no money. The unhomed are people too, and there's no good reason why we aren't taking care of them and housing them, too..."



(con't from previous note): "Especially the disabled who are unhomed. Shelters do not work for them at present. there needs to be an option for them."

"Provide services with housing medical social career services" (Seconded with one dot)

"Structured and serviced campgrounds. + Long term solutions!" (Seconded with one dot)

"Build tiny house communities to help get folks into Housing!" (Seconded with three dots)

"-Cheaper housing costs -Rent control -Homeless areas set up" (Seconded with one dot)

"Supervised ground w/ full facilities"

"Go (sp) steps with car parking on Samoa & Giuntoli motels - More public restrooms & garbage"

"-Public homeless campground -No absentee landlords -Encourage building for home ownership"

"Hooray for Vly West housing for the unhoused. We need lots of safe, functional housing w/ attached social services for the homeless."

"Limit short term rentals. Enforce limits"

"More Drug Treatment Facilities Clinics"

"Having animals/pets keeps folks from having homes because landlords don't see them as family/kids" (Seconded with three dots)

"Arcata landlords make money off of renting moldy old units to students without any true renovations (sp)"

"Understand what is and is not the City's responsibility. The City needs to be empathetic, but can't solve homelessness."

"-Housing first -Services to promote holistic health & mental wellness w/o judgment/exclusion -Healthcare -Drug/alcohol treatment -Social services -Community engagement -Inclusion through job offers/opportunities"

"There is no plan for homeless housing in this Gateway Area Plan"

"Subsidized housing is probably the only 'affordable housing.' We need to understand how that works"

"City/County farm where people who work to camp/live outside can be & do some work."

"Encourage + incentivize Tiny Homes Both for houseless and homeowners"

"Arcata doesn't feel very safe anymore." (Seconded with six dots)

"And now you are inviting 3500+ people to live here & add to that insecurity"

"We need more affordable housing that has quality. Small, clean units for people who are not wealthy but who make enough to not qualify for assistance programs" (Seconded with two dots, one with note "\$800/month is not affordable")

"At least 10% of all new housing reserved for very low income/Section 8 housing."

"KOA type development off main streets"

"What about a mix of rentals and affordable houses for families?"

"Lockers to store stuff during day 4 houseless pop?"

"Be very careful how you approach meeting those needs/could turn into an attractive nuisance expensive/counter Arcata values. Tough one - put a lot of thought into this" (Seconded with one dot)

"What is to prevent the builders and landlords from jacking up the rent after the houses have been built? This always seems to happen!"

"I wish there was a city organization or partnership that could go out in small group to talk to people living on the sidewalks + shop entries to let them know about alt. to sleeping in public areas. I think..."

(con't from previous note): "More than anything it makes Arcata look like we don't care about them or what our town looks like."

"Affordability should be mandated in"

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# City of Arcata Community Open House

January 21 and 22, 2022

## How Did We Get Here? poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

**Narrative at top of poster:** The vision reflected in the Gateway Area Plan draft, *(prioritizing infill, protecting surrounding agricultural and natural resource lands, de-emphasizing single occupancy vehicles, revitalizing blighted parcels and vacant industrial land, and identifying the southern end of K Street as a gateway into the City)*, builds on prior policy documents that reflect wide public engagement and have been approved by past City committees, the Planning Commission, and the city Council. Some of these priorities are already baked into our current City-wide vision statement.

### Feedback:

"Not enough Arcata residents know about this, please take more time to plan & get input from locals..."

"Rapid growth is not mandated by the State of California. This is a choice made by planners and developers. We can meet our RHNA's while adhering to General Plan and being harmless with local residents." (Seconded with one dot)

"Should avoid using this term, it is offensive, subjective & \_\_\_\_" (With arrow pointing to "blighted parcels" on the poster)

"I agree we need more housing, but please make it tasteful (NOT Danco) + 4 stories Max!"

"Change the name for a start it doesn't represent the plan!" (Seconded with one dot)

"I just need more housing for people"

"Focus smaller... one betterment...then decide...can best proceed... Project too big...by the time one bit is...rethinking will be required...because time and commun... have changed"

"Yes to smart growth! We need housing & this is a good, proactive plan rather than reactive/ putting out 'fires' later."

"Would still love it if our City had a dog park... as a traveler to other towns a good dog park is an incentive to stay" (Seconded with one dot)

"It seems like this should be a stated condition of what we want to preserve and enhance in the City - limits and constraints to development - the plan should not take away from what we have spent time and effort to insure." (Seconded with one dot)

"How did we get to 3,500 new units on top of HSU's housing plan, the infill plan for Downtown Arcata & the infill proposed (~3,000 units) near 27th St?"

"For this we need regional transportation not a hodgepodge of bus \_\_\_\_ (passes required for each). Also, bike lanes for travel between Eur Arc Mck that don't involve the highway!"

"Regional transit pass! Don't make us buy 2-3 passes a month"

"I like planned growth but not this plan. It's out of scale and wrong for a small community!" (Seconded with one dot with note "true")

"\_\_\_\_ are \_\_\_\_ for different \_\_\_\_ prediction for coastal development"

"I LOVE this project! Both the participatory, transparent process AND the thoughtful substantive policy it reflects."

"What is 'Arcata Community 2022' - It's not on the table. And if it's a policy doc why isn't it a product of prior policy docs?" (Seconded with one dot)

"I think the scale of this project is wrong for our community." (Seconded with five dots)

"Please explain where the sewage will go? From a public health nurse (Seconded with four dots)

"Biking is walking is great in plan - however we need more parking + cars are not going away - they are going electric + Arcata needs more parking" (Seconded with one dot)

"Isn't most of our forests & farmland in Arcata already protected?"

"We need to remove parking to get more people out of cars - even EVs - to solve our safety + climate crises!"

"I hope you don't consider viable commercial businesses along a street as "blighted" or "underutilized." People still need to make a living and" (continued on other side/not visible)

"No rezoning out the light industrial use from businesses" (Seconded with one dot)

"Part of the fun of living in this neighborhood is the mixed-use vibe - don't sanitize it"

"This has been a long time coming. How refreshing that our desperate need for housing is finally being addressed in an environmentally conscious way. Thank you"

"Keep scale the same as the General Plan for the rest of Arcata" (Seconded with one dot)

"What is the relationship (capacity etc) between this element and other infill opportunities in the City" (Seconded with one dot)

"This plan is a thoughtful and inclusive way to manage growth. Infill is much better than sprawl that impacts our wild and cultivated lands"

"Push out industrial uses decreases jobs + economic diversity"

"Can we consider water catchment, gray water usage, water runoff and other items mindful of water conservation? :-)"

"People in Arcata need cars! Seniors are not going to ride bikes & walk up & down the hills, at least I'm not!" (Seconded with one dot)

"Households adopt a carbon tax "Pigovian?" tax"

"So are these housing needs going to be addressed in high rises? Condos? Rental?"

"Impact of parking for people with disability"

"The primary gateway as well as secondary gateway are sadly in need of maintenance upgrades so pedestrians feel comfortable"

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**

# City of Arcata Community Open House

January 21 and 22, 2022

## How We Heard Your Feedback So Far? poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

"Please address concerns of existing businesses who would be 'encouraged' to \_\_\_\_"  
(Seconded with one dot)

"I had NO idea until someone came to my door." (Seconded with two dots)

"We had NO idea! this has been a catastrophe as far as outreach its been Nill (sp)" (Seconded with one dot)

"NO"

"Gateway residents' participation in the public engagement process has not reflected in any of the details of this plan. It is as if we were talking to a brick wall. \*Agreed" (Seconded with one dot)

"Slow Down we need to plan carefully" (Seconded with one dot)

"Cart before the horse!"

"Horse is sick"

"\_\_\_\_ job with engagement?"

"Until someone came door to door I did not understand the huge impact ( \_\_\_\_ 8 story buildings) the \_\_\_\_ would have" (Seconded with one dot)

"Apparently 25 \_\_\_\_ are not enough Nobody knows about this NOW?" (Seconded with two dots)

Re: statement on poster "...summary of the participation opportunities...December 2020..."

"I think this is false. Plan is 120 pages dropped on people in December"

"I've seen/heard a lot about it since \_\_\_\_ online & Mad R. Union. For all the people who haven't heard much, where do they get news about local \_\_\_\_?"

"Good outreach"

"\_\_\_\_ Zoom meetings \_\_\_\_" (Seconded with one dot)

"Good job building a record bad job on actual outreach. \_\_\_\_ 2021 is when we actually all started to hear about this - Feels Rushed" (Seconded with three dots)

"\_\_\_\_ is one thing. Paying attention and adaption to expressed needs does not seem to be the City's \_\_\_\_ saying NO!!!" (Seconded with one dot)

"Keep it up - good outreach" (Seconded with two dots)

"Solar panels on every roof in city limits!"

"\_\_\_\_ of outreach to \_\_\_\_ members of the Gateway during the initial outreach \_\_\_\_"  
(Seconded with one dot)

"\_\_\_\_ to have even heard about Gateway - most think 4 stories are even too tall!" (Seconded with two dots)

Re: walking tour to take place January 29: "Thank you Looking forward to the tour" (Seconded with one dot)

"It seems public engagement \_\_\_\_ was very lightly attended"

"I have rarely seen more proactive effort to engage community input"

"I live in Arcata & received a flyer a month ago. Hope to learn a bit fast to have a voice!"

"Most residents & businesses in the Gateway had not heard of the plan as recently as last week" (Seconded with two dots)

"Community needs to be \_\_\_\_ and involved! Just heard about this by flyer - why so hush hush?" (Seconded with one dot)

"What went wrong with outreach efforts \_\_\_\_ majority knows nothing about the scope of the Gateway Plan or ministerial \_\_\_\_ Most people think this is a Samoa Blvd project"

“Abundant outreach, bravi”  
“Do nothing, if \_\_\_\_\_” blue sticky

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**

# City of Arcata Community Open House January 21 and 22, 2022

## Mobility and Alt Transportation poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### General comments:

"More buses en route for longer service hrs, they limit local transportation + are \_\_\_\_"

"ADD A WALKING ST as in Copenhagen etc. Very popular!"

"More enforcement for speeding in Arcata! 25 mph! I walk + bike all over Arcata + \_\_\_\_"

"We need more parking for cars + more bicycle/walking friendly off street trails. Thank you for Rails to Trails paths, more please." (Seconded with one dot)

"We need to get people out of cars Before into new housing." (Seconded with one dot)

"If the City plans for less/fewer cars, how will they insure less cars so they don't spread all over the streets?" (Seconded with four dots)

"If traffic is slow enough, you don't need bike lanes"

"Where are 3500 residents supposed to park? (Seconded with two dots)

"Need a parking plan, not rely on chaos. Don't punt on this need Parking \_\_\_\_ to allow parking & walking \_\_\_\_ downtown?" (Seconded with two dots)

### What would motivate you to walk or bike to or from the District?

Five sticky notes are folded or covered; two comments written directly on poster too small to see

"Separated bike \_\_\_\_ Class IV Better bike parking"

"No Plan"

"Better lighting more bike lanes" (Seconded with one dot)

"\_\_\_\_ parking. Access to natural places and \_\_\_\_ Older people \_\_\_\_"

"-Smooth untracked sidewalks -Well lit streets"

"Secure bike structures - the outdoor racks make \_\_\_\_ too easy to steal. \_\_\_\_"

"Cleaner sidewalks & well maintained landscaping"

"Class IV bike trails, secure bike parking"

"If the street sweeper came regularly with cars moved to ensure less broken glass"

"\_\_\_\_ travel by car!" (Seconded with two dots)

"Cars are not going away. Cars are going electric - What are voters + residents opinion on this topic?" (Seconded with one dot)

"Electric cars are still cars!"

"Trails that are bike and horse friendly"

### What strategies can the City use to promote racial equity in access to transportation and to destinations in the Gateway Area and throughout the City?

"More services between Valley West, bus etc"

"How about equal access for elderly & disabled people who can't walk and need to drive around" (Seconded with four dots)

"Better public transportation - need more routes around the City and to keep it affordable"

"Free rides within the Gateway area"



"Bicycles first - well...and walking"

"What about weather? Who wants to walk or bike or park 1/2 mile away in the rain? Cars are a reality now and in the future" (Seconded with two dots)

"Wider sidewalks" with comment "I like this idea" (Seconded with one dot)

"Aside from walking and biking will any other form of transportation be improved like having better busses or maybe even a train?"

"-Build collective \_\_\_\_\_ bike culture. Transportation \_\_\_\_\_ to connect community page -Better w/ local bike shops - for free rentals or \_\_\_\_\_"

### **Tell us your experience with key intersections in the Gateway Area!**

"The 2 way intersections on K St are scary in a car Terrifying on a bike or on foot."

"Samoa & J and Samoa & I are terrible!"

"11th & Q Put a stop sign \_\_\_\_\_"

"K Street \_\_\_\_\_ cross some cars just won't stop"

"-We need housing -We don't need sprawl. -Sprawl impacts daytime parking more than residential \_\_\_\_\_"

"Fence at the Data Center on M and 11th obstructs our view!"

"11th & Trail is scary for trail users"

"Completely separated from cars. Green paint is not enough." Separate bikes from peds"  
(Seconded with three dots)

"Love bike blvd. Feel safe & empowered to ride" (Seconded with one dot)

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**

# **City of Arcata Community Open House January 21 and 22, 2022**

## **...questions about housing Arcata poster - feedback results**

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### **What is good about housing in Arcata?**

- "Older homes made of redwood - single story - artistic - encourage unique beautiful housing" (Seconded with one dot)
- "Gardens + space around homes better for animals birds waterways" (Seconded with one dot)
- "\_\_\_\_\_ ability \_\_\_\_\_ Add fountains water features"
- "Established trees & gardens, well cared for property, neighborhoods" (Seconded with one dot)
- "No condos!"
- "The potential for community - not yet overwhelming - good people - Increase home ownership"
- "Arcata has unique homes, in amazing environments. Please keep the character interesting, and the surrounding areas accessible with parks, art, sculpture, trails, fountains. (Seconded with two dots)
- "We are not an urban metropolis and should not aspire to become one. Go someplace else for that! Retain local scale, walkable, small community feel." (Seconded with three dots and "ditto")
- "Victorian & Craftsman style housing! It's OK to want aesthetics" (Seconded with one dot)
- "Variety! Trees + gardens" (Seconded with one dot)
- "I am buying my home thanks the City of Arc. & the 'Arcata First Time Homeowner's Program.' Thanks Arcata for all you do"
- "That there are not 4-5-6 story buildings in housing"
- "it is mixed" (Seconded with one dot)
- "It has been built with the wisdom of past City staff, Council members, and community members laid out in the General Plan. This Plan shows the folly in our current status and methods."
- "Access to sun, green space"
- "Small homes w/ yard for gardening & animals, etc activities, play"
- "Already have a bikeable/walkable community"
- "Small & big houses, beautiful, that's why people move here"
- "I appreciate low income housing by Co-Op + the ones newly built (though not fond of dark colors. I can't imagine any buildings taller than that)"
- "This plan will solve some existing problems. Higher density to protect open space"

### **What are the biggest challenges about housing in Arcata?**

- "Not enough (very costly)" (Seconded with two dots "Yes")
- "Financial inequities, difficult for new home ownership unless you bring bay area \$"
- "Too expensive, too dilapidated"
- "Racial bias in housing from non-HSU student transfers must end. More landlord racial respectability for the growing community"
- "-Costly housing - not enough housing -and YES more \_\_\_\_\_ review sector \_\_\_\_\_ on anti-discriminatory policies for renters"
- "A place for the homeless to live - we cannot ignore the reality of the fact that we have homeless."

"Corporate and absentee landlords - and 'vacation rentals'"
 "Too expensive - need more supply"
 "Inflation keeps rising!! 200,000 plus people still applying for first time unemployment and continuous unemployment every one - two \_\_\_\_\_"
 "-Home ownership -Cost of homes -Rent -All multifamily homes in groups"
 "Accommodating low cost/income housing"
 "NOT Dense enough for true walkability, + not enough mixed uses"
 "Land prices too high throughout California & Humboldt County"
 "-Too many airbnbs -Unaffordable -LA/Bay Area colonization"
 "\_\_\_\_\_ in neighborhoods. Not enough rentals - too many AirBnbs"
 "Need more small unit, handicapped accessible housing. Hard to find ADA housing"
 "Well paid local professors who can afford homes can't outpace out of town cash buyers for single family homes." (Seconded with one dot)
 "Many houses are 2 bedroom/1 bath houses that don't fit families or extended family units. We need more 2-3 bedroom/2 bath houses w/ Mother-in-Law units."
 "Short term rental industry is not appropriately regulated"
 "Micro-aggressions that minorities experience because of no community respecting/minority honoring policy + events." (Seconded with one dot)
 "Absentee and irresponsible landlords!"
 "Is there percentage cap on apartments?"

### **What are the top two things you would change about housing in Arcata?**

"Why does the City want Arcata to grow so big? Likes it better the way it was!" (Seconded with three dots)
 "Please! No 'racial priorities' for any reason"
 "More affordable-subsidized housing-apartment buildings"
 "More co-housing & cooperative options"
 "More community based housing, affordable housing" (Seconded with one dot)
 "We need much more infill if we are to avoid losing our agricultural open spaces + riparian. We must go up, otherwise, only billionaires will be able to live here. House prices are ridiculously high and rising."
 "City require minimum thresholds for public feedback"
 "Design/creativity needed"
 "I would ask for humanity to deal with overpopulation - so we could end our ever-increasing 'housing problem'"
 "Senior needs: Access/safety/mobility. Don't forget us" (Seconded with one dot)
 "Affordability for renters"
 "More affordable rentals!"
 "A lot of housing is people coming to make money in cannabis, no commitment to the area"
 "Please more outreach counseling for houseless people, more empathy for others"
 "Housing subsidies that encourages home ownership to people, NOT further enriching Large developers"
 "Keep producing infill housing, but keep it in scale with the existing town"

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# **City of Arcata Community Open House**

**January 21 and 22, 2022**

## **Satellite View Road Mockup poster - feedback results**

**(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)**

### **Placed near Samoa and K Street:**

“This plan cuts parking on K and L down by HALF of its current capacity. Unrealistic! People need somewhere to park!”

“Why develop here? Bad Idea displacing residents. Build in Bottoms or Carson Park”  
(Seconded with one dot)

“There are better places. Why displace so many people instead of expanding where the cows are?”

### **Placed near Samoa and L Street:**

“Encouraging a move away from cars is a nice idea, but not realistic. People will have cars and will need to park (and recharge electric vehicles). Adequate parking must be included. Thank you.”

“Solar parking structures”

“1/2 of core Arcata and people are overwhelmed by what is being presented. How to react is different.” (Seconded with one dot)

“WILL WE REALLY END UP WITH PROMISED LANDSCAPED AREAS - UNLIKE SAMOA BLVD?”

### **Placed near (proposed) 5th and L Street:**

“How does this impact WING?? THEY ARE IMPORTANT” (Seconded with two dots)

### **Placed near (proposed) N/S street between 5th and Samoa Blvd:**

“Brownfield clean-up on this site?”

“People will drive 50mph here”

### **Placed near (proposed) W end of 5th Street N of Samoa:**

“If one way car streets happen in Gateway, don’t make 2-lanes like H & G” :-(

### **Placed near 6th and J Street:**

“More of this shared space” (Seconded with two dots)

### **Placed near 8th and L Street:**

“What about the ROW for North Coast Rail Authority? Will there be enough room?”

“Where — Place Exercise Equipment for Youth adults and up” (Seconded with one dot)

"This is RCM Please consider kid safety zones they cross L St to get to the field."

"Curb drop is covered with parking spaces would be good to check the rest of the map and correct detail."

"Do not make L Street a main thoroughfare"

"Yes to the 1 ways"

### **Placed near 9th and K Street:**

"Yes to 1 way"

### **Placed near 10th and L Street:**

"Love 10th St. being bike blvd alway (sp) ride to Plaza on 10th Also love that bike trail continues to Creamery and Marsh."

### **Placed near (proposed) bike/foot path near 9th and N Street:**

"Like more dedicated foot paths" (Seconded with one dot)

### **Placed near 11th and L Street:**

"These parking slot designations on the street to (sp) not take into consideration driveways in and out - so there will be fewer"

### **Placed near 12th and K Street:**

"Class IV"

### **Placed near Alliance and (proposed) 11th Street:**

"Keep L St as Bike Blvd w/ less shared space with cars NO one ways on K & L"

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# City of Arcata Community Open House

January 21 and 22, 2022

## “What Have We Heard So Far?” poster - feedback results

(Collated by Responsible Growth Arcata volunteers, based on photos taken at the end of the event\*)

### Citywide Visioning:

### Vote Tally

Creating housing for all user groups and incomes	27
Love of Arcata's natural resources (ocean, forest, working ag lands, parks)	42+
Encouraging walkability and bike ability, investing in multimodal transportation	28
Comments: “Buses” “Public transit” “Horses”	
Creating job opportunities, including Arcata's arts and manufacturing sectors as well as finding jobs for recent HSU graduates	11
Increasing feelings of safety in public spaces for all users	20
Coordination between HSU and the City	16
Thoughtful City growth, meaning both infill and protection of the City's green spaces	35
Arcata for All and racial equity work	25
Comment: “Pay POC for the work”	
Using arts for self expression, place making and mental health	16
Reducing Greenhouse Gas Emissions	18
Climate change/sea level rise preparation and armoring	20
Youth/child support, care, representation and engagement	10
Re-connecting with local indigenous communities	23
Investing in mental and physical health care	18

### Gateway Visioning:

### Vote Tally

Area has good potential and strong community of businesses and residents looking for new ways to build on that potential	7
Area is a strong off-plaza center for the core downtown, and is well-positioned to downtown, nature, and the ocean-connect to Plaza with bike/ped priority-need safe routes to parks	6
Creamery District as strong center and Arcata Playhouse as strong center of Creamery	12
Area needs maintenance/investment-more and bigger sidewalks, repainting of storefronts, more lighting, more landscaping and greenery, more public art-murals, etc.	14
Focus on human-scale activity- flow designed for people, design that brings people together	11
Encourage uses that lead to more events/ people on the street	11
Encourage a diversity of uses and business types, more jobs in the area	9
Focus on communal and shared space, green space, edible landscaping and native plants-places to linger safely in a beautiful environment	18
Strong arts identity in Creamery and interest in expanding that beyond Creamery-creating spaces and structures for artists, including artist housing and roles in decision making	13
Concerns of proposed building height/scale, and its effects-shading, aesthetics, parking	33
Comments: “More parking” “3 max”	
Incorporate Wiyot place naming and find ways to honor the fact the Gateway Area is on unceded land	14
Concerns of re-configured roadway in impacts to surrounding neighborhood-	



### **Other thoughts to share (on City vision and on Gateway vision):**

\*Note: lots of engagement on sticky notes; appears that as the poster filled up, thoughts shared were not delineated between the City and the Gateway. Also, notes written on Dots were included above. Some were not legible in the poster photos.

"Not at all Senior friendly. How many floors will get an elevator? Who will service?" - Sara Turner

"Seniors and their needs - how about their accessibility issues (biking in rain)?" (Seconded with three dots)

"Infrastructure concerns are very important - sewer, water, solid waste, electricity"

"Sound proof and color access - so important"

"Arcata has opportunity to bomb as an arts city with the right marketing to create job"

"Try to create (post around the City) messages of minority acceptance"

"Healthcare, transportation, sewage"

"Streamline Section 8 housing vouchers, not the approval process for Big Developers. Time to stop using public policy to fatten the pocket of the wealthy!" (Seconded with one dot)

"We don't need to provide housing for every person who wants to live in Arcata. We don't need high density." (Seconded with three dots)

"Design pedestrian and cycling ONLY streets from Gateway Hood to Central Arcata"

"My biggest concern for Arcata is the homeless problem. Is there a formula for how many homeless our town can manage. I think \_\_\_\_\_ are way \_\_\_\_\_ our abilities to manage this issue." (Seconded with three dots)

"Business incubators - Platform Cooperatives:

- Artist/Artisan
- Child Care
- Elderly Care
- Home Care"

"More focus on safe spaces for youth, BIPOC residents and Queer celebrated areas, art spaces" (Seconded with two dots)

"6-8 story buildings are not compatible and are out of scale!" "Yes, agree!" (Seconded with two dots)

"Let's demonstrate mass timber construction (CLT) substitute for concrete & steel"

"Need more townhouses and condos for home ownership"

"Weather does not allow non-car lifestyle for all - Seniors, commuters to Eureka"

"Dog + kid friendly homes"

"Mandate owner occupied properties, to discourage buying and renting out of investment properties, as we have now."

"Work on \_\_\_\_\_ transportation out/in of area to help decrease cars"

"ZIP Cars"

"Waste treatment - will it meet the demand? It's a future (sp?) in 20/30 yrs. Consignally (sp?) services"

"Moving forward with this project when residents are overwhelmed w/ current events is WRONG"

"\_\_\_\_\_ I support multi-modal transportation, there is a severe lack of parking in Arcata so I hope that increased housing goes hand in hand with consideration of increased parking"

"Provide more parking citywide and especially downtown". (Seconded with one dot)

"Pay BIPOC + let lead rail equity/equality initiatives"

"Small electric buses run frequently, easy on/off (reduce auto use)" "good idea!" (Seconded with one dot)

"Increase home ownership"

"Increase parking"

"Protect from flooding and sea level rise"

"The City needs to do a better job of planning and maintaining public spaces"

"People will leave their cars in SoCal IF we have excellent PUBLIC TRANSIT!" (Seconded with one dot)

"**Four stories plenty!** Love bikes + be realistic - most folks still have cars - need to park!"

"Does wastewater treatment system have capacity to accommodate all this?? Land should be designated & saved for relocation of treatment plant esp. as sea level rises" "Duh" (Seconded with two dots)

"BIPOC need to be the leaders of racial equity work for the City + need to get paid for it" "Yes"

"**Minimum 3 stories for housing + walkability**"

"**Max 3 stories**" "Healthcare" "**Agree!**" (Seconded with three dots)

"Preparedness for big tech coming to Humboldt?"

- Housing
- Arts
- Culture
- Accessibility"

"**Max 4 stories.** Laundromats. Child care & mental health care accessibility" (Seconded with one dot)

"More visibility and partnership with the Wiyot and other tribes"

"Invest in hemp and green waste from weed farms and trim jobs"

"**Max 3 stories in all districts but Barrel - Max 4 stories in Barrel District**"

"**City of Arcata should keep maximum building height of 4 stories as stated in the General Plan**"

"**4 story max** \_\_\_\_\_ include more parking. I like the traffic \_\_\_\_\_ But 2 \_\_\_\_\_"

"Perhaps sharing some illustrations of projected building heights/outlines would help more people accept the zoning changes. How many 2, 4, 6, 8 story buildings expected in 10 years?"

"Please explain how the number (3500) of proposed increased new dwellers who want to move here to live in high rise apartments was figured" (Seconded with two dots)

- "**No buildings >4 stories**"
- Maintain planning commission & city council (public) approval process
- Maintain solar access as a human right"

"Building height 8 - 7 - 5 story buildings adverse affect on whole/shading surrounding area"

**\*Note: Everything visible was collated. Some content is covered by stickies or illegible. Illegible is noted with a blank line: \_\_\_\_\_.**

**Public Participation during Agendized Discussion of  
Arcata's Strategic Infill Redevelopment Program (SIRP)  
at Formal, Open Government Meetings  
(Prior to the Release of the Draft Gateway Area Plan)**

**Findings:**

This analysis focuses on formal, open government public meetings held **prior** to the 12/1/21 release of the draft Gateway Area Plan. Each meeting identifies the agenda item title and the number of public speakers that gave oral public comment for that agenda item during each meeting. This analysis does not include the two "Special Meeting Walking Tours" held on 9/14/21 and 9/21/21. All analysis is based on adopted meeting Minutes, video and/or audio recordings, unless otherwise indicated.

As of 6/17/22, staff has provided **five publicly available resources** which lists the dates of all its public engagement efforts. Those five resources were used as references for this public engagement analysis. For unknown reasons, no formal public meeting dates for the year 2020 were provided within the resources, therefore, information from that year is excluded.

In summary, a total of **20 formal, open government public meetings** with agendized discussion about Arcata's Strategic Infill Redevelopment Program were held in 2019 and 2021:

4 Planning Commission Meetings: **Total 0 public speakers.**

5 City Council Meetings: **Total 2 public speakers.**

3 Study Session Meetings: **Total 3 public speakers (one speaker at each meeting).**

8\* City Committee Meetings: **~1 public comment was provided during each meeting** (from a total of ~3 different public members).

(\*Please note: The 9/20/21 Energy Committee Meeting discussed SIRP, yet that information was not included in staff's provided resources. It has been included in this analysis, due to that meeting's significance and for future discussion continuity.)

**Publicly Provided Resources**

- 1) *Arcata Strategic Infill Program-Public Engagement & Community Participation*, 12/15/21 City Council Meeting, Agenda Packet, pp 75-77. ("...This document provides a chronological summary of the participation opportunities on the Infill Program. This engagement summary will be updated periodically.")
- 2) *Draft Gateway Area Plan*, "Public Engagement & Community Participation," p 7.
- 3) *Infill Market Study-Community Engagement Report*, "Community Engagement," p 1.
- 4) *Arcata's 6th Cycle 2019-2027 Housing Element*, "Summary of Public Outreach," 12/18/19 City Council Meeting, Agenda Packet, pp 124-127.
- 5) *Draft SIRP Community Engagement Report*, 6/22/22 City Council Meeting, Agenda Packet, p 170.

## Formal, Open Government Meetings

### 2019

*(All meetings were held In-Person):*

- 10/08/19: Planning Commission Meeting (Time stamp 1:40-2:12)
  - \*\*Housing Element Vacant Sites, Inventory, Policy & Implementation Measure Review.*
  - \*\*No oral public comments given.**
  
- 10/22/19: Planning Commission Meeting (Time stamp 3:30-3:31)
  - \*\*Housing Element Vacant Sites Inventory Map & Implementation Measure Review.*
  - \*\*Motion to discuss at next meeting (due to late hour). Discussion ~1 minute.*
  - \*\*No invitation for oral public comments.**
  - \*\*Meeting referenced in Resource #1, #3.*
  
- 11/12/19: Planning Commission Meeting (Time stamp 3:08-3:47)
  - \*\*Review the Draft Housing Element Update and Consider a Rec to the City Council.*
  - \*\*No oral public comments given;** 2 emails received/briefly described (3:45).
  
- 11/20/19: City Council Meeting
  - \*\*Review the Draft Housing Element and Provide Direction to Staff.*
  - \*\*No oral public comments given.**
  
- 12/04/19: City Council Meeting
  - \*\*Review the Draft Housing Element and Provide Direction to Staff.*
  - \*\*One oral public comment given.**
  
- 12/10/19: Planning Commission Meeting (Time stamp 1:21-2:31)
  - \*\*Adopt Resolution Recommending the CC Adopt the Draft Housing Element...*
  - \*\*No oral public comments given.**
  - \*\*Agenda Packet p 360: Attachment A, Exhibit 2: Public Letters Received (6 letters summarized in draft Housing Element).*
  
- 12/18/19: City Council Meeting
  - \*\*Adopt Resolution Adopting Housing Element & Adopt CEQA Addendum...*
  - \*\*No oral public comments given.**

### 2021

*(All meetings were held Virtually):*

- 1/06/21: City Council Meeting
  - \*\*Consent Calendar, Item G: Authorize the City Manager to Execute a \$12,888 Amendment to the Infill Market Study Contract with ADE for Additional Work.*
  - \*\* Item not pulled for discussion.*
  - \*\* No Council discussion, therefore no invitation for oral public comment.*
  - \*\*Meeting referenced in Resource #1.*

• 1/21/21: City Council Special Study Session

*\*\*City's Long-Range Infill and Redevelopment Planning Efforts.*

*\*\*No video, audio or Minutes provided, therefore no formal record readily available.*

**\*\*One oral public comment given** (based on an attendee's written notes).

• 2/03/21: City Council Meeting

*\*\*Adopt Infill Market Study.*

**\*\*One oral public comment given.**

• 6/24/21: City Council/Planning Commission Special Study Session (Time stamp 0:46-1:21)

*\*\*Discussion on the Strategic Infill Redevelopment Program.*

*\*\*Video available.*

**\*\*One oral public comment given.**

• 8/10/21: Planning Commission Study Session (Time stamp 0:16-1:17)

*\*\*Strategic Infill Redevelopment Program.*

*\*\*Video available.*

*\*\*Connie Stewart attended & shared info/updates. (1:05)*

**\*\*No additional oral public comment given beyond C.S.'s input.**

**City Committee Meetings**, Summer, 2021 (*All meetings were held Virtually*):

- Six Committees received a presentation about the GAP/General Plan Updates (with a total of 8 conducted meetings).
- All meetings were audio recorded.
- Staff liaisons typically had primary access to the number of public attendees/meeting.
- 4/8 meetings were attended by at least one public member. 4/8 meetings were attended by at least two public members.
- **~1 public comment was provided during each meeting** (from a total of ~3 different public members).

• 7/6/21: Economic Development Committee

• 7/14/21: Parks and Recreation Committee

• 7/15/21: Historic Landmarks Committee

• 7/19/21: Energy Committee

• 7/20/21: Transportation Safety Committee

• 7/20/21: Wetlands and Creeks Committee

• 8/17/21: Transportation Safety Committee

• 9/20/21: Energy Committee

*This report was prepared for Responsible Growth Arcata (RGA) by an independent community member, and created in the spirit of community service. All information in this analysis can be independently verified from sources provided above.*

### **Sample Unresolved Technical Questions/Issues for the Proposed Task Force to Address**

1. What will it cost Arcata (presumably shared with Cal Poly Humboldt) to provide fire protection for buildings higher than 4 stories, and how will that be addressed? Is grant funding available and obtainable? Will it cover equipment, training, etc.? Will Cal Poly provide its fair share?
2. RE Waste Treatment Infrastructure:
  - a. If population grows by 8000 or more people as projected, is there sufficient space available at the current location to accommodate additional mechanical treatment to address the projected effluent?
  - b. If not, would the plant need to be relocated, and if so, what are the options for relocating the plant, what would it cost, and who would/should pay (incl. Cal Poly)?
  - c. If Arcata experiences increasingly strong storms due to climate change (as is happening elsewhere), are the two backup storage ponds sufficient to handle the likely storm water inflows that have led to violations in the past?
3. RE 6- 8-story buildings, if built: Where and how should they be located to:
  - a. Avoid solar shading other buildings
  - b. Accommodate existing groundwater levels and sea level rise
  - c. Avoid earthquake zones/faults
  - d. Avoid brownfields and other hazardous soils from prior uses, or unstable soils vulnerable to liquefaction
  - e. Avoid creating view-shed issues
  - f. Enable adequate parking to accommodate residents?
4. Will the foundation and material costs for building up to 8-story buildings actually make such buildings more affordable? How many units (what density) would be required to cover the additional building costs?
5. What is preventing developers from building more high density development now under our current zoning codes and building standards, given the existence of the state legislation with its density bonuses?
6. What do we know (definitely) about the implications of recent state legislation, or can we know until there are more case law/examples?
7. What percentage of affordable units is required to trigger the density bonus?
8. RE Form-Based Codes:
  - a. Precisely what do form-based codes cover, aside from the building height and density, setbacks, facades? What additional objective standards need to be developed to ensure control over new development so that it meets Arcata's vision for such development?
  - b. Are form-based codes preferable to simply establishing objective standards for high density residential development? What do form-based codes provide that makes them preferable to maintaining Planning Commission and City Council oversight and control?
  - c. Do form-based codes provide any better protection vis a vis state density bonuses compared to setting objective standards? If so, how and why?
  - d. Assuming Arcata adopts a form-based code, how do we rate the value of the amenities according to desirability for the city? Who decides? What additional cost is each amenity likely to add to the development's cost?
  - e. Are some amenities so important to Arcata that they should be requirements?
9. What kind of financial or other incentives can be provided to developers to develop condos, or a mix of rental and owner-occupied units (vs. purely rental units)?



10. What kinds of funding can be obtained to incentivize developers to provide affordable (vs. market-rate) housing? What are the options for State and federal grants, private investors or investment groups (locally, regionally)? Are federal and/or state subsidies likely to continue?
11. How do we incentivize local developers (vs. out-of-town large corporate ones)?
12. To ensure the availability of parks and green space, can Arcata identify desired locations and purchase the land now to ensure its availability (as has been done with the Arcata Community Forest) using state and federal grant funding? How can Arcata do that?

**From:** [REDACTED]  
**To:** [David Loya](#)  
**Cc:** [Jennifer Dart](#); [Delo Freitas](#)  
**Subject:** Re: Polls from Last Night & HE Clarification  
**Date:** Wednesday, August 24, 2022 4:02:38 PM  
**Attachments:** [image002.png](#)

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Thanks, David. I really appreciate your ongoing efforts to move this plan forward.

I certainly hope that everything is adopted by next summer. But since we're almost a year in and the PC hasn't even gotten through an initial review of the plan (let alone the code, which will be much more complicated), I'm feeling that there may be a need for a real deadline to motivate a more efficient process. I'll admit this concern is also informed by other experiences, including my participation in the years-long (and still ongoing) process of developing a McKinleyville Town Center plan and code.

It also doesn't entirely make sense to me how a HE implementation measure could be separated from its deadline without an amendment. But I look forward to what HCD has to say.

On Wed, Aug 24, 2022 at 2:42 PM David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)> wrote:

Hi Colin,

We can definitely clarify. In short, the timelines have been (or will be) pushed out to September 2023 at the earliest. The commitment in HE-20 to rezone is still a commitment, but it no longer has a timeframe associated with it. That requirement has been satisfied by the housing for homeless overlay zone applied to the two homekey projects and the subsequent approval of the two projects providing approximately 140 low-income restricted units.

I anticipate this work to be completed by the summer of '23 at the latest.

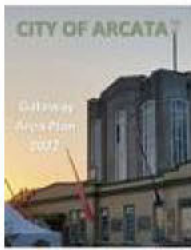
David Loya (him)

Community Development Director

City of Arcata

p. 707-825-2045

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**From:** Colin Fiske <[REDACTED]>  
**Sent:** Wednesday, August 24, 2022 2:13 PM  
**To:** Jennifer Dart <[jdart@cityofarcata.org](mailto:jdart@cityofarcata.org)>  
**Cc:** Delo Freitas <[dfreitas@cityofarcata.org](mailto:dfreitas@cityofarcata.org)>; David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)>  
**Subject:** Re: Polls from Last Night & HE Clarification

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open attachments unless you recognize the sender and know the content is safe.

Thanks for the quick responses, Jen and Delo. Regarding Implementation Measure 20, if that's the case, I think it would be helpful to clarify that point to the Council and Planning Commission. I got the impression - and based on their reactions, so did the people around me - that David was saying there were no more deadlines or time constraints, which seems to be incorrect.

Yes, please do forward HCD's letter when you get it. Thanks!

On Wed, Aug 24, 2022 at 1:18 PM Jennifer Dart <[jdart@cityofarcata.org](mailto:jdart@cityofarcata.org)> wrote:

Hi Colin,

We'll have to see what HCD ends up putting in their letter, but I agree with Delo's assessment. Based on our conversation with HCD, it is my understanding that although they agreed that we are meeting our low-income RHNA obligation we are not exempt from the residential rezone and up zone (IM-20) we committed to in our Housing Element. We'll share that letter when we get it if you'd like.

Have a great day!

***Jennifer Dart***

*Community Development Deputy Director*

*City of Arcata- [www.cityofarcata.org](http://www.cityofarcata.org)*

*736 F Street, Arcata, CA 95521*

*Phone: (707) 825-2112*

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**From:** Delo Freitas <[dfreitas@cityofarcata.org](mailto:dfreitas@cityofarcata.org)>

**Sent:** Wednesday, August 24, 2022 1:03 PM

**To:** Colin Fiske <[colin.fiske@gmail.com](mailto:colin.fiske@gmail.com)>; David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)>

**Cc:** Jennifer Dart <[jdart@cityofarcata.org](mailto:jdart@cityofarcata.org)>

**Subject:** RE: Polls from Last Night & HE Clarification

David, Colin, Jen,

Please see results attached. I will try to upload today.

Regarding #2, we haven't formally received the letter, so it's hard to speak to exactly what HCD will be determining, but generally, you are correct, the implementation measure stands as something the City committed to, unless we modify the HE. At least, that is my understanding and I'll let Jen or David jump if that is incorrect.

D

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**From:** Colin Fiske <[REDACTED]>  
**Sent:** Wednesday, August 24, 2022 12:34 PM  
**To:** David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)>; Delo Freitas <[dfreitas@cityofarcata.org](mailto:dfreitas@cityofarcata.org)>  
**Subject:** Polls from Last Night & HE Clarification

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Hi David and Delo,

Thanks for your patience and skill navigating that meeting last night. I wish direction to staff had been a little clearer, but hopefully it was clear enough for you to proceed.

Speaking of which, I'm writing with 2 requests:

1. Can you please send me the City Council/PC Slido results when they are available?

2. Can you clarify the statement made at the end of the meeting that there are no longer any looming deadlines for plan adoption? I'm glad to hear that the city is meeting its low income RHNA numbers, but as I read it, that doesn't exempt the City from Housing Element Implementation Measure 20. Although that measure was intended to address RHNA, and there may now be little chance of immediate enforcement action from the state for not meeting the 8/31 deadline, the HE hasn't been amended, so I think that measure is still a legal obligation.

Thanks,

Colin

--

Colin Fiske (he/him)

Executive Director

Coalition for Responsible Transportation Priorities

[www.transportationpriorities.org](http://www.transportationpriorities.org)



**From:** [REDACTED]  
**To:** [John Barstow](#); [Scott Davies](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Julie Vaissade-Elcock](#); [Kimberley White](#)  
**Cc:** [Sarah Schaefer](#); [David Loya](#); [Jennifer Dart](#); [Delo Freitas](#)  
**Subject:** Fw: Open House poster reports  
**Date:** Thursday, August 25, 2022 2:10:39 PM  
**Attachments:** [Poster review by RGA.pdf](#)

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Hello Commissioners-

I wanted to reach and thank all of you for your efforts and time spent with Arcata's future planning. I have enclosed an analysis review of the January 2022 2-day open house created by the Responsible Growth Arcata (RGA) group. As you have probably seen, Arcata City Staff has created a Draft Summary of the 2-day event but have yet to finalize the report with statistics, numbers and a proper evaluation final report. RGA has taken the time to go through all the Poster Boards, sticky notes, comments and such from the Community event and our report shows an reasonably accurate depiction of the attending Community members responses, opinions as well as future vision ideology. Note- It is understandable why staff has not had the time to create a similar evaluation as the process was very tedious.

Also, we are fully in support for the City to hire an outside company that specializes in City Vision Surveys. As we are nearing the timeline where more details for the zoning and codes are going to be created we believe that firming up the Community's Vision is crucial. The RGA group members have varied personal opinions on the details of the Gateway Area Draft but as a Community based group we work really hard to glean and follow the overall vision of the Community.

Please consider the community's vision and reflections shown in this report as you move forward with the development of the Gateway Area Plan draft. Feel free to reach out if you have any questions or want to share your thought about the future planning process.

Kind Regards-  
Chris Richards  
Responsible Growth Arcata (RGA)

**From:** [David Loya](#)  
**To:** [REDACTED]  
**Cc:** [Sarah Schaefer](#); [Julie Vaissade-Elcock](#); [Karen Diemer](#); [Delo Freitas](#); [Joe Mateer](#); [Jennifer Dart](#)  
**Subject:** RE: Please heed Michael Machi's warning re: sea level rise, the wastewater treatment plant and Gateway Plan  
**Date:** Friday, August 26, 2022 2:26:02 PM  
**Attachments:** [image002.png](#)

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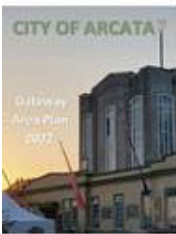
Ah. I forgot to answer that question. We don't have a location identified for it. Currently we're working on rehabilitating it in place. One of the studies the Coastal Commission asked for is an alternatives analysis. We'll be conducting that study soon. And we'll also likely evaluate it in the General Plan EIR.

Yes. Please do forward this to anyone you think is interested. I think we'll do a meeting on this topic with the PC soon as well.

Again, as always, thank you for your probing questions! I really appreciate the chance to think through these difficult issues with you!

David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

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**From:** Lisa Pelletier [REDACTED]

**Sent:** Thursday, August 25, 2022 6:06 PM

**To:** David Loya <dloya@cityofarcata.org>

**Cc:** Sarah Schaefer <:sschaefer@cityofarcata.org>; Julie Vaissade-Elcock <julieve@cityofarcata.org>; Karen Diemer <kdiemer@cityofarcata.org>; Delo Freitas <dfreitas@cityofarcata.org>; Joe Mateer <jmateer@cityofarcata.org>; Jennifer Dart <jdart@cityofarcata.org>

**Subject:** Re: Please heed Michael Machi's warning re: sea level rise, the wastewater treatment plant and Gateway Plan

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Thank you, David. I appreciate seeing the maps and having this info. If you have the maps showing where the treatment plant might be relocated, I'd love to see that too. I'd also like to get feedback from climate experts like Aldaron Laird, who signed the letter requesting an advisory board. And I think the community deserves to have access to as much info possible...so better outreach. Would you mind if I forward your response to my mom and others who might be interested? Thanks again for all you do.

On Thu, Aug 25, 2022, 12:03 PM David Loya <dloya@cityofarcata.org> wrote:

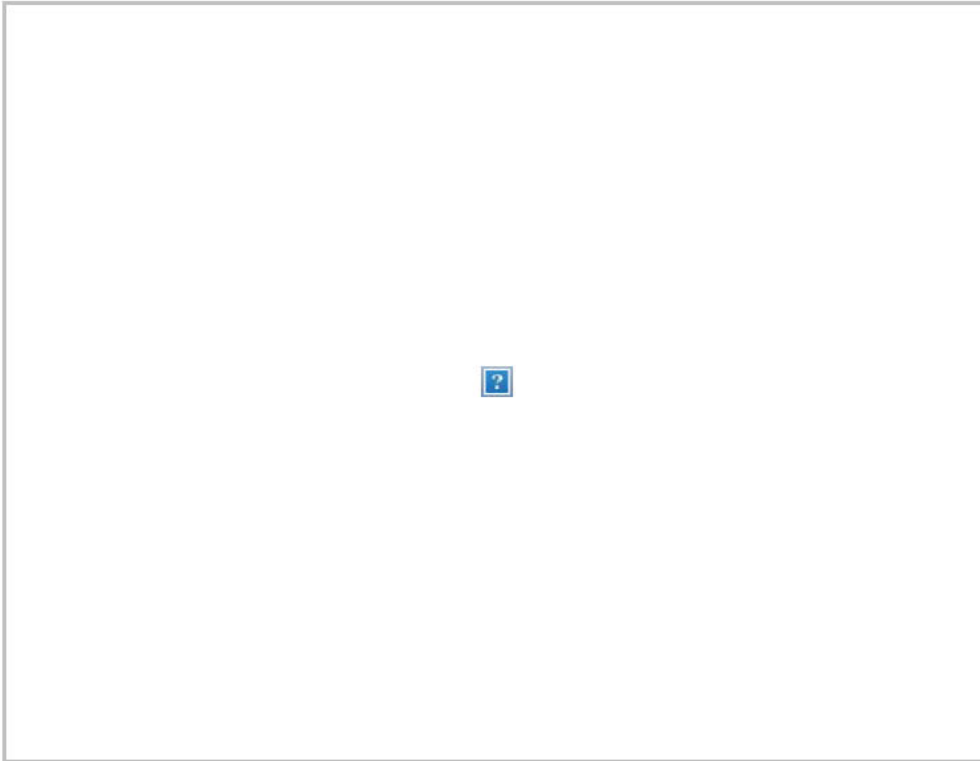
Hi Lisa,

Yes. The City is working on a very specific plan for adaptation and relocation. As I mentioned before, the Gateway Area Plan is part of that plan. The City also has a Hazard Mitigation plan that was developed in coordination with the County to address many of the other disaster scenarios you've mentioned. In addition, every City employee has been trained in basic CERT disaster response preparedness.

The treatment plant has plenty of near term capacity as well as the ability to expand to accommodate additional growth during the design life of the plant. The sea level rise projections for the high projection scenario do not exceed the ability to defend the plant for the design life (~30-50 years). The current plant configuration is well below capacity with 2021 dry weather flows just under 50% and wet weather flows at under 40%. Wastewater treatment will not be our limiting factor in growth.

There are a number of disaster scenarios that are beyond our control. You named a few (tsunami, flooding). There are others like drought, asteroids, and mega-fires that could affect us even if they don't happen locally. While the impacts of these could be very disruptive, I don't think our inability to accurately predict, plan for in very specific ways, or anticipate timing or frequency constitute a reason to stop planning for appropriate growth.

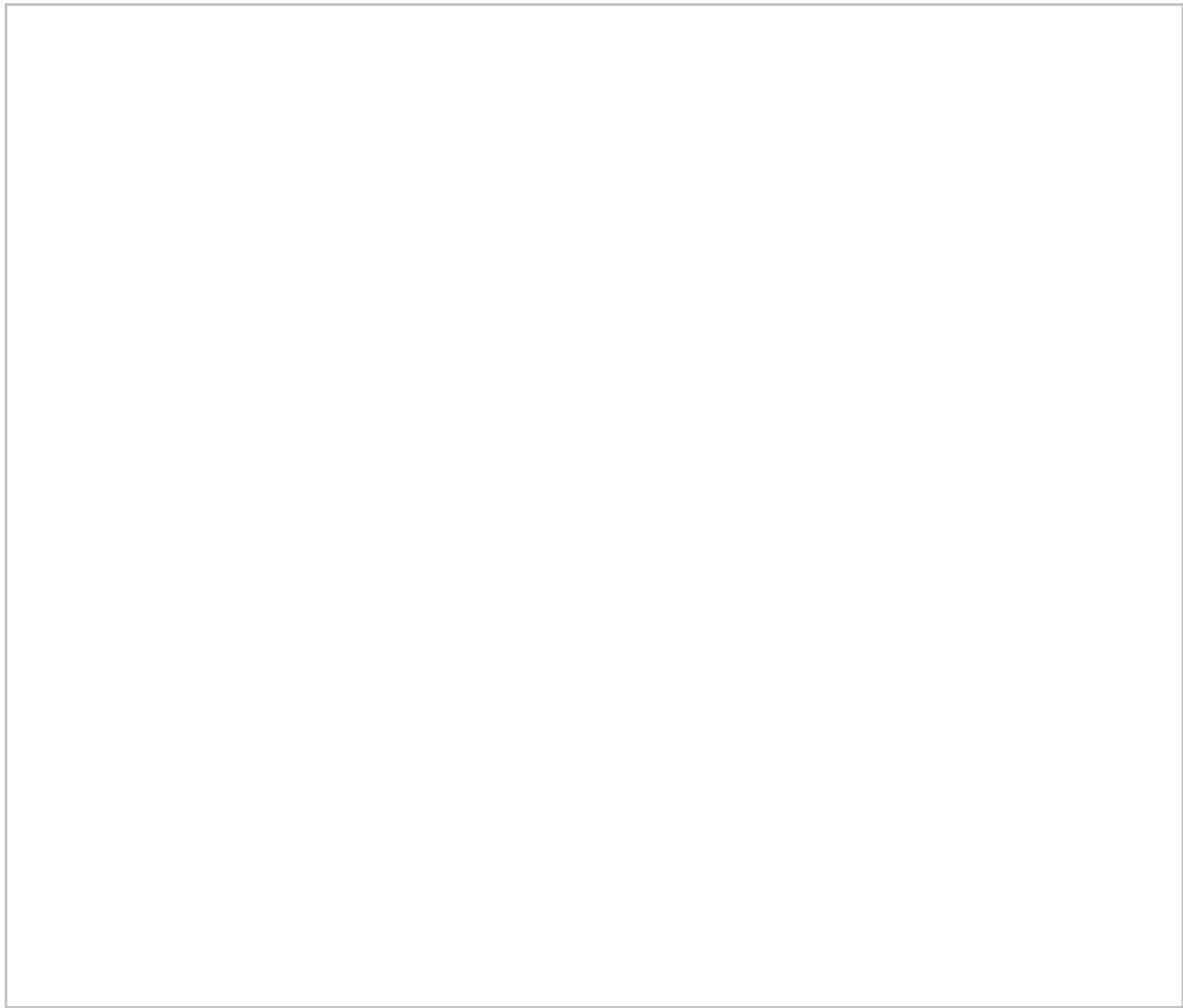
The state recently updated tsunami mapping. See below that the inland extent of the hazard zone is primarily limited to south of Samoa. See the full map at [https://www.conservation.ca.gov/cgs/Documents/Publications/Tsunami-Maps/Tsunami\\_Hazard\\_Area\\_Map\\_Humboldt\\_County\\_a11y.pdf](https://www.conservation.ca.gov/cgs/Documents/Publications/Tsunami-Maps/Tsunami_Hazard_Area_Map_Humboldt_County_a11y.pdf) with further explanation at <https://www.conservation.ca.gov/cgs/tsunami/maps/humboldt>. You can see from this map that the Gateway Area is actually not mapped in the hazard zone at all. The yellow extension you see north of Samoa along Janes Creek is primarily a threat to the ranch property that is several feet lower than City properties west of the Gateway Area Barrel District. The small nob that extends into the district is the part of Jolly Giant Creek, which is 10 or so feet lower in elevation than Samoa Blvd.



Here is the sea level rise scenario with 6' of SLR. Again, floodwaters do not enter the Gateway Area. And, this map assumes we do nothing to prevent the inland migration of tidal waters. You can find these maps at <https://coast.noaa.gov/slr/>.



Even with a meter and a half of SLR, the Gateway Area is largely protected by existing infrastructure and elevations. This map shows 9' of SLR.

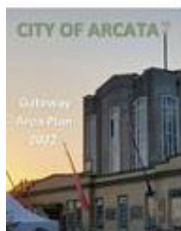


Considering the 95% probability model with the high (RCP 8.5) emissions model, King Tides (MAMW) will not exceed five feet of sea level rise by 2100. By 2100, the 500-year event would exceed 6' of elevation relative to our 2012 base year. The '64 flood was a 100-year event.

Feel free to reach out for any reason.

David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

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**From:** Lisa Pelletier [REDACTED]  
**Sent:** Monday, August 22, 2022 6:05 PM  
**To:** David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)>  
**Cc:** Sarah Schaefer <[sschaefer@cityofarcata.org](mailto:sschaefer@cityofarcata.org)>; Julie Vaissade-Elcock <[julieve@cityofarcata.org](mailto:julieve@cityofarcata.org)>; Karen Diemer <[kdiemer@cityofarcata.org](mailto:kdiemer@cityofarcata.org)>; Delo Freitas <[dfreitas@cityofarcata.org](mailto:dfreitas@cityofarcata.org)>; Joe Mateer <[jmateer@cityofarcata.org](mailto:jmateer@cityofarcata.org)>; Jennifer Dart <[jdart@cityofarcata.org](mailto:jdart@cityofarcata.org)>  
**Subject:** Re: Please heed Michael Machi's warning re: sea level rise, the wastewater treatment plant and Gateway Plan

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David, thank you for your response. Just a couple more questions, if I may: Does the city have a plan, and by that I mean a very specific plan (with maps) for where to relocate the sewage treatment plant and businesses south of Samoa and West of Old Arcata Rd.?

Also, is the city prepared for a worst case scenario like the mega floods predicted to hit California in approx 30 years? Or the type of floods that occurred here in 1964, which according to climate scientists, are becoming more frequent?

<https://www.google.co.uk/amp/s/amp.theguardian.com/us-news/2022/aug/12/california-climate-crisis-mega-floods>

How about a tsunami or major earthquake? Do you have a plan for what to do if a major disaster strikes? Have you tested the soil in the Bottoms to see if it's even safe to build a 6, 7 or 8 story building there?

Arcata's fire chief has warned that the fire department lacks the capacity to respond to a fire in a 7 or 8 story building. And our resources are stretched thin as it is (roads, water, fire, police, hospital capacity, etc.).

I've been informed that the wastewater treatment plant can only handle about 4000 additional users. Is that right? Cal Poly is bringing in an extra 7000 students, and the GP calls for an additional 8,000 (is that still the goal?).

I recognize the need for housing, so I'm *\*not\** against the project. I just want to be sure that it's done right. I think a lot of people feel that way.

At the last PlanCo meeting, Kimberley White said that this feels more staff driven than community driven. That's why we're calling for an advisory board made up of professionals and better community engagement. I think that's a reasonable request, but the council is turning a deaf ear.

What that means in the long run is that you won't get buy-in from the public and could even end up with a lawsuit, further delaying the project. (That's *\*not\** intended as a threat in any way. It's just reality. When people don't feel heard, they look around for other ways to protect their communities.)

I suggest the city council and planners start listening more, and bring the rest of the community in. People have concerns that this is done right. You did a survey for the webinar recently and only 30 people participated. Most were white home owners. That is not representative of everyone who lives in Arcata. Please consider sending a survey out to every resident.

In truth, I think we need a full EIR, but that won't come until later in the process (perhaps too late). So, the request for an advisory board is a reasonable "ask" that would go a long way towards instilling confidence in people and getting the community's buy-in for the GP.

Thank you for taking the time to answer my questions.

Lisa

On Mon, Aug 22, 2022, 4:20 PM David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)> wrote:

Thanks for your email, Lisa. We will include it in the correspondence to the decision makers.

The City is diligently working on its sea level rise strategy. The team involved in SLR planning includes City staff, knowledgeable and experienced consultants, and federal and state agencies (including the Coastal Commission). Our region is known for its work on SLR adaptation planning. Arcata has been a leader in this planning work for the last decade.

In addition to SLR adaptation, the City has also been diligent in developing plans for growth. None of the planned growth is in the SLR zone. In fact, the planned growth throughout the balance of the city will assist with the relocation of residences and businesses that are in vulnerable areas in the future. It is important to make these planning decisions now, while we have the time and resources to invest in this important work. If we wait until we are faced with immediate need to rehouse Arcatans, it will be too late.

Consider also, that shelving the planning work we are doing doesn't address the need for housing now. The wastewater treatment plant will be viable in its current location for the next 40-60 years. That is a

long time to use existing capacity and work out alternative future solutions. Moving the plant to just the other side of the currently projected upper limit is not likely a wise investment in the future.

David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

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**From:** Lisa Pelletier [REDACTED]

**Sent:** Monday, August 15, 2022 12:39 AM

**To:** Stacy Atkins-Salazar <[satkinssalazar@cityofarcata.org](mailto:satkinssalazar@cityofarcata.org)>; Sarah Schaefer <[sschaefer@cityofarcata.org](mailto:sschaefer@cityofarcata.org)>; Meredith Matthews <[mmatthews@cityofarcata.org](mailto:mmatthews@cityofarcata.org)>; Alex Stillman <[astillman@cityofarcata.org](mailto:astillman@cityofarcata.org)>; Brett Watson <[bwatson@cityofarcata.org](mailto:bwatson@cityofarcata.org)>; Kimberley White <[kaw2@humboldt.edu](mailto:kaw2@humboldt.edu)>; Julie Vaissade-Elcock <[julieve@cityofarcata.org](mailto:julieve@cityofarcata.org)>; John Barstow <[jbarstow@cityofarcata.org](mailto:jbarstow@cityofarcata.org)>; Christian Figueroa <[cfigueroa@cityofarcata.org](mailto:cfigueroa@cityofarcata.org)>; Judith Mayer <[jmayer@cityofarcata.org](mailto:jmayer@cityofarcata.org)>; Dan Tangney <[dtangney@cityofarcata.org](mailto:dtangney@cityofarcata.org)>; Scott Davies <[sdavies@cityofarcata.org](mailto:sdavies@cityofarcata.org)>

**Cc:** Karen Diemer <[kdiemer@cityofarcata.org](mailto:kdiemer@cityofarcata.org)>; David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)>

**Subject:** Please heed Michael Machi's warning re: sea level rise, the wastewater treatment plant and Gateway Plan

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**Dear Members of the Arcata City Council and Planning Commission,**

-

**I respectfully request that you take the time to read this article by Michael Machi which appeared in the MRU in March, regarding sea level rise and our wastewater treatment plant. I just discovered this piece recently while doing a bit of research, and I think it's imperative to understand that sea level rise could happen a lot faster than any of us think or are prepared for - and could be disastrous for the health and safety of every resident in Arcata.**

- Here's the link to the article:

- <https://www.madriverunion.com/articles/arcata-is-heading-up-the-proverbial-creek-without-a-plan/>

- [I totally agree with Michael's suggestion that the Gateway Plan should be shelved for the time being, at least until we've decided where to relocate our wastewater treatment plant and the businesses south of Samoa and West of Old Arcata Road. If the state is breathing down your necks to get housing built, then go ahead and build the minimum number of units required by the state, but no more! And hopefully, find more stable ground to build on if you're able, and keep it to 4 stories or less.](#)

- [I watched the last PlanCo meeting, and I agree with Kimberley White and Greg King that we're putting the cart before the horse by rushing this plan through without more input from the community and considerable thought \("before we know what's feasible"\).](#)

- [Please get a survey together and send it to every household in Arcata. And, whatever you do, don't forget to mention the problem with the wastewater treatment plant, sea level rise and finding out how much density our infrastructure can withstand. People need to be aware of what's at stake \(I wasn't until I saw this article!\).](#)

- [I also agree with everything Gregory Daggett had to say, including and especially his observation: "What do the professionals say? And where's the study that says \(this much density\) is safe? You don't put high buildings on a mud service."](#)

- [I realize staff has put a lot of time into this project, and it pains me as much as anybody to have to shelve it, but we need to get it right, or we'll end up paying a heavy price down the road. So let's consult with the professionals and do any studies needed to determine how much added density our infrastructure can handle. I suggest you quickly assemble a task force/ advisory board made up of experts in wastewater treatment, wetlands, civil engineering, etc., and any other field of expertise you can find. Fortunately, we have a wealth of expertise in our community due to our association with Cal Poly. Please bring in these professionals and I suggest you include climate change expert Aldaron Laird. \(How do you think we got the state's most innovative sewage treatment facility in the first place?\)](#)

- [Finally, we can't even begin to address the Gateway Plan without knowing where we're going to relocate the wastewater treatment facility and vulnerable businesses. You may need to reserve the Barrel District and southern boundary of the Gateway for this purpose.](#)

- [So please, please, please consider Michael Machi's suggestions before you start debating any other aspect of the Gateway Plan. Here they are:](#)

- ["I would respectfully suggest that Arcata Planners start now:](#)

[1. By hiring the best experts available and by gathering all stakeholders together such as Caltrans, PG&E, South of Samoa business owners and residents, California Highway Patrol, etc. to determine all the rebuilding site requirements necessary for relocation for each different type of critical infrastructure \(with Arcata's sewage treatment facilities being the very highest priority\), and the businesses and residences.](#)

2. Draw us a map designating where, within the City of Arcata's Sphere of Influence, all of most viable sites for relocating the abovementioned list, and don't leave Arcata UP THE PROVERBIAL CREEK WITHOUT A PLAN!"

As Michael points out, the time to act is NOW. In the worst case scenario, the sewage treatment plant could be inundated in as little as 5 years! So there's no time to lose. Please act now to protect the health and safety of all your constituents. IMHO, that's your first and foremost duty as council members, so please start taking this seriously. And thank you for all you do!

Lisa Pelletier Arcata resident

-

**From:** [David Loya](#)  
**To:** [REDACTED]  
**Cc:** [Jennifer Dart](#); [Joe Mateer](#); [Delo Freitas](#)  
**Subject:** RE: What's Next for Arcata's Gateway Area Plan? Community Development Director Offers Clarification on Results of Recent Study Session | Lost Coast Outpost | Humboldt County News  
**Date:** Monday, August 29, 2022 8:58:45 AM  
**Attachments:** [image002.png](#)

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Hi Julie,

Yes, indeed. This is why it has taken so long for us to share the 3-D GIS. When we were discussing the 3-D modeling with our consultant in 2021, I was under the impression that the GIS was going to be able to integrate with sketchup designs that would fully convey the vision for the community based on the outreach we would be able to do with the products of the GHD team. When we saw the first renderings, I was disabused of that notion.

We (very rationally) decided to take the heat from the community asking for the 3-D GIS we promised in early 2022 to take the time needed to better develop the GIS and supporting images. Though they were able to further refine the "jewel-box" models originally developed and make more realistic images (like those shown on the LoCo cover), they still didn't convey the message. For this reason, we worked with J. Berg and our GHD architect to work on better ways to visualize the future buildout.

I used these images in a presentation attempting to translate the 3-D models into these more refined images so folks could get a better understanding of how to look at the glass boxes, the 3-D refined models, and the form-based code standards. My hope is as folks learn to interpret the chunky images, we'll get beyond the first gut reaction to them and move into a space where we can start talking about what we want for our community.

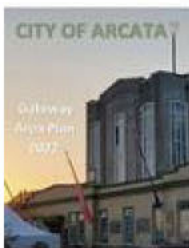
Please take a moment to watch the video at <https://www.youtube.com/watch?v=zLIBgwAcYPQ&list=PL7tMq3MmkA5qJHW0ypCUBOfCJCLuxZjD&index=33>. If you jump to around minute 14 in this presentation you can watch the transition from framework to project level design through the FBC. It is really unfortunate that the LoCo chose the model instead of the drawing....

Cheers,

David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

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Exciting work is happening in the **Arcata Gateway** – 138 acres once used for mostly industrial purposes. The **Arcata Gateway Plan** allows innovative residential development, using streamlined permitting while protecting working forests, ag lands, open space and natural resources.

You are encouraged to take part in the public process that will affect the City for years to come.

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**From:** Julie Fulkerson <[REDACTED]>

**Sent:** Sunday, August 28, 2022 6:37 AM

**To:** David Loya <dloya@cityofarcata.org>

**Subject:** Fwd: What's Next for Arcata's Gateway Area Plan? Community Development Director Offers Clarification on Results of Recent Study Session | Lost Coast Outpost | Humboldt County News

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Whoops. Julian told me to open the link to see the better images emerge. His drawings are fantastic. I want to live there. Still not sure how many will see the cool designs. Guess I should have come to a more recent hearing.

Still wishing you the best during this insane period.

Begin forwarded message:

**From:** Julie Fulkerson [REDACTED]  
**Subject:** What's Next for Arcata's Gateway Area Plan? Community Development Director Offers Clarification on Results of Recent Study Session | Lost Coast Outpost | Humboldt County News  
**Date:** August 27, 2022 at 7:34:46 AM PDT  
**To:** Loya David <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)>

Egads. send them some new images. This serves no one well.

<https://lostcoastoutpost.com/2022/aug/26/whats-next-arcatas-gateway-area-plan-community-dev/>

## Delo Freitas

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**From:** David Loya  
**Sent:** Monday, August 29, 2022 8:41 AM  
**To:** janepwoodward; Jennifer Dart; Karen Diemer  
**Subject:** RE: Oceanside council approves eight-story apartment project

Jane,

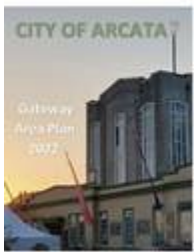
Thanks for sharing. We definitely need to be careful about how state law impacts our local planning. I think my team has been very cognizant of this during the development of the plan, but it is great to pose the questions as they come up to ensure we're still on track.

This example is really out of context for Arcata. State density bonus law was updated in 2021 adding a host of benefits to projects for a range of target populations (including students, moderate income, and seniors, all of which had previously not been included, to name a few). However, most of the elements added in 2021 are targeted to higher population areas. The requirements include having a sustainable communities strategy that is approved by the metropolitan planning organization (MPO). The requirements tie to high-quality transit corridors and major transit stops. The latter are defined in state law and we have neither. The former don't apply to us as we are not in an MPO.

Notwithstanding, much of what we are attempting to do is getting ahead of state law so we reserve some local control. As you may be aware, the housing accountability act, and several others passed and proposed, will continue to erode our local control if we don't take advanced and proactive measures to plan for our community.

David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

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**From:** janepwoodward [REDACTED]  
**Sent:** Sunday, August 28, 2022 4:05 PM  
**To:** Jennifer Dart <jdart@cityofarcata.org>; Karen Diemer <kdiemer@cityofarcata.org>  
**Subject:** Oceanside council approves eight-story apartment project

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A controversial 8 story apartment building in Oceanside

<https://thecoastnews.com/oceanside-council-approves-unpopular-8-story-seagaze-project/>

Hi Jen and Karen,

This report about a controversial 8-story apartment in Oceanside might be educational for CC and Planco with respect to how the state law is being implemented. Question is: how do we avoid this happening to us? Is this what we really want for Arcata? Does our proposed form-based code protect us from the above situation? If we leave our districts as designated for 5-8 stories, does that make us more vulnerable? If we left them at 4 stories, does that protect us? Lots of questions remain to be answered. so what's the best strategy for Arcata, at least in the short run, to avoid being overwhelmed by the recent state law's provisions?

Please forward this article to the City Council and Planning Commissioners, along with my paragraph above..

Please confirm receipt.

Thank you. Jane

## Delo Freitas

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**From:** David Loya  
**Sent:** Tuesday, August 30, 2022 3:55 PM  
**To:** Tina Garsen; Joe Mateer; Delo Freitas  
**Subject:** RE: Gateway project

Thank you for your comments, Tina. We'll get these comments to the decision makers. Please stay tuned and engaged.

Also, check out our FAQs if you get a chance. We address how we will develop infrastructure along with the growth that is bound to happen.

Cheers,

David Loya (him)  
Community Development Director  
City of Arcata  
p. 707-825-2045

Learn About the Gateway Form-Based Code and Take the Survey to Tell Us What You Think!

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-----Original Message-----

From: Tina Garsen [REDACTED]  
Sent: Monday, August 15, 2022 7:54 PM  
To: dfteitas@cityofarcata.org; Joe Mateer <jmateer@cityofarcata.org>; David Loya <dloya@cityofarcata.org>; astillman@cityofarcata.org  
Subject: Gateway project

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Please reconsider this project. We do not have the infrastructure to support such a dramatic increase in population so quickly. Yes we need more housing but this is not a logical course of action.

Respectfully,  
Tina Garsen

Sent from my iPhone