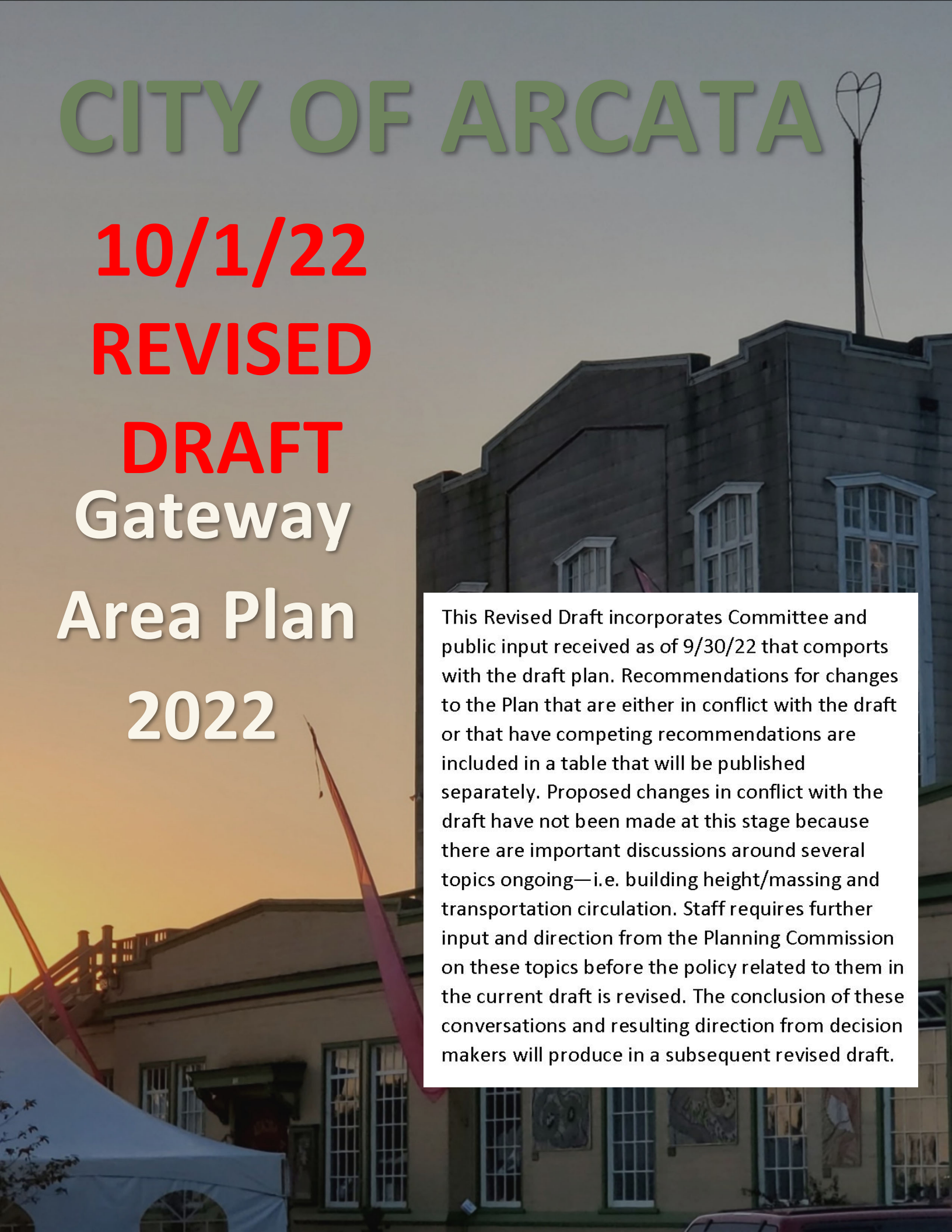
CITY OF ARCATA

10/1/22 REVISED DRAFT

Gateway Area Plan 2022



This Revised Draft incorporates Committee and public input received as of 9/30/22 that comports with the draft plan. Recommendations for changes to the Plan that are either in conflict with the draft or that have competing recommendations are included in a table that will be published separately. Proposed changes in conflict with the draft have not been made at this stage because there are important discussions around several topics ongoing—i.e. building height/massing and transportation circulation. Staff requires further input and direction from the Planning Commission on these topics before the policy related to them in the current draft is revised. The conclusion of these conversations and resulting direction from decision makers will produce in a subsequent revised draft.

This document is designed to be printed double-sided.



GATEWAY AREA AT-A-GLANCE

To grow opportunity and build community equitably.

OVERVIEW

The Arcata Gateway Area is a dense residential and mixed-use neighborhood that reflects the community's commitment to equity and sustainability.

RACIAL EQUITY AND SOCIAL JUSTICE

The Gateway Area fulfills Arcata's aspiration to be an equitable community providing the same high quality of life and equitable housing/employment options to everyone, regardless of skin color, economic standing, or national origin.

EQUITABLE HOUSING

The Gateway Area provides a substantial solution to the City's unmet and future housing needs, with thousands of housing units that are environmentally sustainable and affordable to people in all income ranges. Residents live within a broad range of housing densities and types, including rental and owner-occupied options, in a vibrant, walkable, near-downtown neighborhood.

ARTS, CULTURE, AND SENSE OF PLACE

Vibrant, authentic, and diverse public art and performing art spaces complement a distinctive and attractive sense of place that is built through creative placemaking. Artist and entrepreneurs prosper.

OPEN SPACES

A connected series of green spaces, trails, protected greenbelts, and daylighted creeks provide pockets of active and passive recreational opportunities complement the Gateway Area's urban environment and welcome the entire community. Concentrating residential development in the Gateway Area also preserves the cherished greenbelts around the perimeter of the City by reducing the need and demand for sprawl.

SUSTAINABILITY ~~and~~ AND CLIMATE ADAPTATION

The Gateway Area furthers the Community's focus on sustainability with enhanced natural resources lands, greener streetscapes, rehabilitated coastal resources, and a range of strategies to reduce energy use, greenhouse gases, and vehicle miles traveled.

ECONOMY AND JOBS

Offering a good housing supply that is within walking distance of the core Downtown, the Gateway Area expands the City's vibrancy by increasing economic growth and stability of downtown Arcata. Being within walking distance of ~~Humboldt State University~~ Cal Poly Humboldt, the Gateway Area also supports the growth of students and jobs at the University. Simultaneously, the Gateway Area also provides some neighborhood commercial uses where people gather and socialize, as well as a few pedestrian-oriented commercial corridors.

MOBILITY AND ALTERNATIVE TRANSPORTATION

A realigned roadway network offers more efficient vehicular circulation, while simultaneously providing more extensive bicycle, pedestrian, and transit facilities. The transportation needs of residents can be fully met via pedestrian and bicycle infrastructure that connects seamlessly to key destinations throughout the City to allow truly car-free lifestyles.

BUILT ENVIRONMENT AND ARCHITECTURE

While new development is taller and denser than has occurred in past decades, new buildings reflect the architectural values, livability, and aesthetic expectations of the community.

City of Arcata

Gateway Area Plan v 11c

10/1/22 REVISED DRAFT

Adopted

Key to Revisions (Font Color/Highlighting)

Proposed changes recommended by each committee are shown in underline/strikeout text with color coded committee text as follows:

Transportation Safety Committee 9/2/22
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
Historic Landmarks Committee
Energy Committee
Economic Development Committee
Public member/entity
Staff edits

Prepared for:
City of Arcata
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Prepared by:
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THE PEOPLE'S SUMMARY

The Gateway Area (as defined in the next section) is an optimal location for residential and mixed-use development. The Area is within easy walking distance to the core Downtown, Arcata High School, and ~~Humboldt State University (soon to be~~ Cal Poly Humboldt~~)~~. A paved Class I bike trail passes through the heart of the Area, connecting the northern half of the City to the Arcata Marsh & Wildlife sanctuary. The Area is also a bustling business hub, as well as a vibrant arts and culture node. Yet, at the time of this Plan's adoption in 2022 the Area is underutilized with pockets of blighted properties despite all its inherent assets. Legacy uses such as mini-storage and natural gas distribution centers consume entire City blocks and many developable sites sit vacant despite the Area's remarkably strategic location. This Plan envisions a revitalized Gateway Area that achieves its potential and better serves the people of Arcata, largely by providing substantial residential growth in complete neighborhoods that provide a range of community amenities.

The Gateway Area is an optimal location for residential and mixed-use development.

Given the Gateway Area's incredible potential and optimal location, coupled with the massively unfulfilled demand for housing in Arcata, this Plan allows for residential growth of up to 3,500 new residential units in the Gateway. To accommodate this much growth within a relatively small area, new housing will be provided primarily through new high-density mixed-use multi-story buildings. Consistent with the City's values, that growth will be equitable and environmentally sustainable. While the majority of new development will be residential, this is a mixed-use part of town that supports a car-free lifestyle by providing shops, cafes, and jobs within walking distance of homes. Non-residential land uses include retail, personal services, restaurants, professional offices, arts and entertainment uses, and light industrial ~~manufacturing~~. Non-residential uses serve residents, provide employment opportunities, and enhance the City's economic vitality. The Area is also a vibrant hub for arts and culture. For more on these topics, see Chapter 1: Land Use.

This Plan allows growth of up to 3,500 new residences in the Gateway Area.

This Plan presents a new "community benefits program" that utilizes a system of tiered incentives in which projects that provide higher levels of community benefits are permitted greater building heights, increased residential density, and streamlined approval processes. Thus, a proposed development project that includes electric vehicle charging stations, street trees, murals, on-site bike parking, rooftop solar, enhanced architectural features, or other defined community amenities can be larger than a building without those features. Given the need for housing at all income levels, this Plan considers the production of housing, in and of itself, to be a community benefit. So too are projects that daylight creeks, enhance the vibrancy of City streets, minimize sprawl by contributing to a strong bike and bus networks, or improve the quality of life for community members in other ways. While the Plan provides many core amenities throughout the Gateway Area, the incentives program encourages developers to provide additional amenities. For more details regarding Community Amenities, see Chapter 2.

Projects that provide higher levels of community benefits are permitted greater intensities.

Multiple strategies are baked into this Plan to make housing in the Gateway Area affordable to the full range of Arcatan household incomes. This includes promoting a range of residential unit sizes and types, including studios, which are affordable because of their size, student housing, deed-restricted affordable housing, single room occupancies, and family-sized dwellings with three or more bedrooms. As a result, the Gateway Area is a mixed-income neighborhood, with housing options available for all income groups, ranging from 200 square foot deed-restricted micro-units to luxury condominiums for high-income households. To these ends, residential density and various forms of affordable housing are considered community amenities that qualify for the Community Benefits Program. For more on housing, see Chapter 3.

There are multiple strategies to ensure housing is affordable to the full range of incomes.



Equitable, sustainable, and efficient mobility systems are highly valued in Arcata. Thus, this Plan also prepares for a substantially realigned transportation network that significantly enhances bicycle and pedestrian facilities while also creating a more efficient vehicular circulation pattern. Fulfilling the "Gateway" name, the Plan's newly configured circulation network provides much improved mobility, with better north-south and east-west connections. Once implemented, the Gateway will seamlessly link the Gateway Area to the Plaza. Traveling north from Samoa Boulevard to Alliance Avenue will be much more fluid and enjoyable, especially for bicycles and pedestrians. The comprehensive update to the mobility infrastructure may require a reconfiguration of the cherished Class I trail on L Street, and a new supplemental Class I trail is also planned. This is all detailed in Chapters 7 and 8 (Mobility and Streetscape).

This Plan significantly enhances the bicycle and pedestrian network.

A driving motivation in the new mobility infrastructure is to ensure the Gateway Area supports a car-free lifestyle. This is accomplished in part by planning for non-motorized connectivity to other parts of the City with pedestrian and bicycle-friendly corridors that draw residents and visitors to enter the Gateway via means other than motorized vehicles. A large part of promoting a car-free lifestyle is providing safe and attractive pedestrian friendly walking routes that focus on safety and aesthetics by incorporating art and street lighting. Off-street parking is de-emphasized in support of more valuable uses of land, while the streetscape prioritizes human activity and movement. Where viable, sidewalk widening strategies create unobstructed accessible pedestrian pathways. Providing adequate bike infrastructure, including secure parking at destinations will ensure usage meets the goals of a car-free lifestyle. In pursuit of these values, development projects that enhance active transportation are considered community amenities that qualify for the Community Benefits Program.

The Gateway Area supports a car-free lifestyle.

The process of preparing this document included extensive community engagement to identify the concerns and aspirations of existing and prospective residents and workers. The City hosted over ~~25~~ 100 public engagement activities and events throughout Plan development and initial review. The City also conducted detailed analyses of real estate market conditions and demands. For more on public engagement activities, see the Introduction Section, which also provides a summary of administrative topics, such as defining the regulatory authority of this document. The Challenges and Opportunities section provides a detailed analysis of the factors that may hinder realization of this Plan. The Vision section provides a detailed preview of the Plan's guiding principles and some visualizations of how the Gateway Area may look in the future. The remaining sections (Chapters 1 through 11) provide topic-specific strategies and policies ranging from Land Use and Employment to Historic Resources and Mobility. The final section provides a summary of the implementation measures designed to ensure this Plan is achieved.

The Vision section provides some speculative forecasts of how the Gateway Area may look when this Plan is realized.



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SECTION A: INTRODUCTION



ADMINISTRATION AND CONTEXT

Definitions

The following terms are used throughout the remainder of this document:

Gateway *Area Plan*: The document that you are currently reading, which is an Element of the City's General Plan. This definition also applies to the terms "Area Plan" and "Gateway Plan," both of which are used throughout this document. This Gateway Area Plan contains the goals, strategies, and policies relevant specifically and exclusively within the "Plan Area" (see below for definition of "Plan Area").

Gateway *Zoning Code*: A section of the City's zoning ordinance that applies specifically and exclusively to the "Plan Area" (see below for definition of "Plan Area"). The Gateway Zoning Code implements the policies of this Area Plan with detailed and specific development standards, allowances, and requirements. The Gateway Zoning Code specificity supersedes more general development standards in the Land Use Code.

Gateway *Plan Area*: The 138-acre portion of the City within which the "Area Plan" and the "Gateway Zoning Code" are applicable. The Gateway Plan Area is also referred to as the "Gateway Area" and the "Plan Area." The Plan Area is located in the southwest corner of the developed portion of the City as shown in Figure 1 on the next page.

Gateway *Sub-areas*: The Land Use designations within the Gateway Plan Area, each of which provides for differing types and intensities of development. The various sub-areas are described in detail under the Land Use section of this document. See Figure 4: General Plan Land Use Designations with the Gateway Area.

Document Purpose

This Plan satisfies a City Housing Element requirement to rezone the Gateway Area to "high density infill development" along with other requirements. Thus, this Plan is a tool for implementing the City's Housing Element and seeks to provide a means to achieve the regulatory and social demand for more housing. In line with Housing Element requirements, this Plan seeks to create a dense residential, mixed-use neighborhood that reflects the community's racial equity and sustainability commitment while providing streamlined permit review and project approval for designated community amenities and that satisfy the City's vision for the Plan Area.

Regulatory Authority

Per California Government Code § 65300 et seq., the City must adopt a General Plan, which must include several mandatory elements and which may also include other elements important to achieving the community's vision, including area plans. An area plan is a part of the general plan that focuses on a particular region within the overall City and provides greater detail regarding policies affecting development in the defined area. Per California Government Code § 65458 (2), "the plan serves as the land use element for the area covered by the plan" and refines the policies of the general plan as they apply to a smaller geographic area. An area plan need not address all the mandatory components of the overall general plan. This document is an area plan of the City of Arcata General Plan and applies with the Gateway Plan Area or Plan Area as defined above.

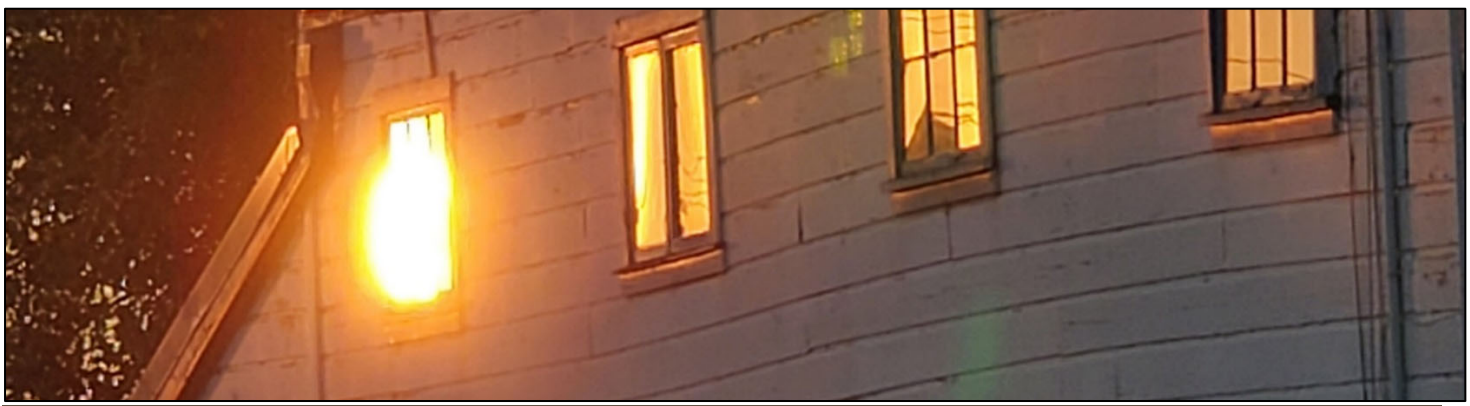




Figure 1: Gateway Area Plan Boundary

Created by Planwest Partners
Map Date: 11/12/2021

Public Engagement and Community Participation

Beginning in late 2020, the City initiated an extensive community engagement program. Development of this plan was an iterative process, with multiple points of public input from the earliest steps through the completion of the plan. Through four community workshops dedicated specifically to this plan, residents and other stakeholders developed a shared vision of the future, identified community issues, evaluated conceptual development standards, and identified desired community amenities. Multiple public walking tours of the Plan Area were also hosted by City staff. Including these walking tours and study sessions with various City committees/commissions, the City hosted over ~~25~~100 public engagement events and activities for throughout plan development. In addition, an on-line survey was open to the public from February through December of 2021. The following is a chronological summary of the participation opportunities that were available to the public. Items in bold were surveys and public meetings directly relevant to this Plan, while the others were committee/commission meetings with public comment periods:

- **For related public engagement activities prior to December 2020, see the City's Housing Element and the and the "Arcata Infill Market Study Community Engagement Report"**

1. **12/17/20: Community Visioning and Listening Session (virtual)**
2. 1/21/21: City Council Special Study Session: Strategic Infill Redevelopment Program Report
3. **2/1/21 through 12/31/21: Visioning Survey (on-line; English and Spanish versions)**
4. **2/21/21: HSU Associated Students Board Strategic Infill Redevelopment Program presentation**
5. **2/25/20: Community Visioning and Listening Session (virtual)**
6. **4/20/21: Community Lecture hosted by HSU (virtual) (Victor Schuab Lecture Series)**
7. **6/4/21: Walking Tour with Arcata High School (in person)**
8. **6/19/21: Public Walking Tours (in person)**
9. 6/24/21: City Council and Planning Commission Special Study Session: Strategic Infill Redevelopment Program Report
10. 7/6/21: Economic Development Committee (virtual): Discussion of the Gateway Area Plan
11. 7/14/21: Parks and Recreation Committee (virtual): Discussion of the General Plan Update and the Gateway Area Plan
12. 7/15/21: Historic Landmarks Committee (virtual): Discussion of the Gateway Area Plan
13. 7/19/21: Energy Committee (virtual): Discussion of the General Plan Update and the Gateway Area Plan
14. 7/20/21: Traffic Safety Committee Meeting: Discussion of the General Plan Update and the Gateway Area Plan
15. 7/20/21: Wetlands and Creeks Committee meeting: Discussion of the General Plan Update and the Gateway Area Plan
16. 8/10/21: Planning Commission (virtual): Study Session for the Strategic Infill Redevelopment Program (including Gateway Area Plan)
17. 8/17/21: Traffic Safety Committee (virtual): Discussion of the Gateway Area Plan
18. 8/30/21: Letter mailed to all property owners within Gateway Area encouraging outreach to City staff with questions regarding pending plan
19. 9/14/21: Planning Commission Walking Tour (in person)
20. 9/21/21: City Council Special Study Session Walking Tour (in person)
21. **10/15/21: Public Walking Tour (in person)**
22. **10/16/21: Public Walking Tour (in person)**
23. **12/9/21: Public Workshop (virtual)**
24. **12/11/21: Public Walking Tour (in person)**
25. 12/14/22: Planning Commission (virtual)
26. 12/15/21: City Council (virtual): Report of Public Draft Document
27. 01/04/22: Eco-News Report Interview
28. 01/06/22: "We'll Come to You" Walking Tour with Local Bankers
29. 01/11/22: Planning Commission Meeting
30. 01/18/22: Transportation Safety Committee Meeting
31. 01/19/22 and 01/20/22: Meeting with local area tribes Tribal Historic Preservation Officers
32. 01/20/22: Historic Landmarks Committee Meeting
33. 01/20/22: "We'll Come to You" Presentation Coalition for Responsible Transportation Priorities
34. 01/21/22: Gateway Area Plan Open House, Day 1
35. 01/22/22: Gateway Area Plan Open House, Day 2
36. 01/22/22: Farmer's Market Tabling
37. 01/24/22: "We'll Come to You" Presentation North Coast Health Leadership Team
38. 01/25/22: "We'll Come to You" attendance and Q+A Artists in Action
39. 01/29/22: "We'll Come to You" North Gateway Walking Tour (Public)
40. 01/31/22: "We'll Come to You" tabling-El Centro Open House
41. 02/01/22: Economic Development Committee
42. 02/04/22: "We'll Come to You" tabling at Cal Poly Humboldt
43. 02/08/22: Planning Commission Meeting
44. 02/12/22: Farmer's Market Tabling
45. 02/15/22: "We'll Come to You" Walking Tour-Cal Poly ESM 360 Course
46. 02/15/22: Parks and Recreation Committee Meeting
47. 02/17/22: "We'll Come to You" Presentation Cal Poly Humboldt Community Psychology
48. 02/17/22: "We'll Come to You" tabling at Cal Poly Humboldt
49. 02/24/22: "We'll Come to You" tabling at Cal Poly Humboldt
50. 02/17/22: "We'll Come to You" Presentation Cal Poly Humboldt Research Methods
51. 02/17/22: "We'll Come to You" Presentation 350 Humboldt
52. 02/26/22: Farmer's Market Tabling
53. 02/28/22: "We'll Come to You" Presentation Timber Heritage Society
54. 03/01/22: "We'll Come to You" Presentation Artists in Action
55. 03/02/22: "We'll Come to You" Presentation Cal Poly Humboldt Conflict Resolution
56. 03/09/22: Parks and Recreation Committee Meeting
57. 03/10/22: Forest Management Committee Meeting

58. 03/10/22: Environmental Impact Report Scoping Meeting
59. 03/12/22: Farmer's Market Tabling
60. 03/15/22: Creeks and Wetlands Committee
61. 03/16/22: "We'll Come to You" Presentation Greenway Partners
62. 03/21/22: Energy Committee
63. 03/21/22: "We'll Come to You" Presentation Local Architects
64. 03/23/22: "We'll Come to You" Local Government Commission
65. 03/24/22: Cal Poly Humboldt Student Forum with Cal Poly Humboldt Housing Liaison
66. 03/26/22: Farmer's Market Tabling
67. 03/28/22: "We'll Come to You" Presentation Osher Lifelong Learning Institute
68. 04/08/22: "We'll Come to You" Cal Poly Humboldt Associated Students Board
69. 04/10/22: "We'll Come to You" Presentation Universalist Fellowship Climate Action Campaign
70. 04/12/22: Planning Commission Meeting
71. 04/14/22: Gateway Area Plan Open House-Spanish Language
72. 04/21/22: "We'll Come to You" Presentation True North
73. 04/21.22: Cal Poly Student Forum with North coast Environmental Center
74. 04/21/22: Historic Landmarks Committee Meeting
75. 04/26/22: Planning Commission Meeting
76. 05/12/22: Economic Development Committee Meeting
77. 05/19/22: Historic Landmarks Committee Meeting
78. 05/24/22: Planning Commission Meeting
79. 06/01/22: City Council Meeting
80. 06/14/22: Planning Commission Meeting
81. 06/16/22: Historic Landmarks Committee
82. 06/22/22: City Council Meeting
83. 06/29/22: Form-Based Code Information Session
84. 07/05/22: Economic Development Committee
85. 07/13/22: Parks and Recreation Committee Meeting
86. 07/18/22: Energy Committee Meeting
87. 07/19/22: Wetlands and Creeks Committee Meeting
88. 07/21/22: Economic Development Committee Meeting
89. 07/26/22: Planning Commission Meeting
90. 07/27/22: Historic Landmarks Committee Meeting
91. 08/02/22: Economic Development Committee Meeting
92. 08/09/22: Planning Commission Meeting
93. 08/11/22: Forest Management Committee Meeting
94. 08/15/22: Parks and Recreation Committee Meeting
95. 08/16/22: Form-Based Code Information Workshop #1
96. 08/18/22: Historic Landmarks Committee Meeting
97. 08/23/22: Planning Commission and City Council Joint Study Session
98. 09/13/22: Planning Commission Meeting
99. 09/20/22: Wetlands and Creeks Committee Meeting
100. 09/27/22: Planning Commission Meeting

Existing Conditions and Context

For many locals and visitors from the south and west, the Plan Area is the first impression of the City due to its easy access from Highway 101 via Samoa Boulevard. K Street, a main arterial through and into the City, also offers easy accessibility to many parts of the City including Arcata High School and surrounding residential neighborhoods. The Plan Area includes several notable landmarks and well-known buildings/features, including the Creamery Building, a former industrial building that has been successfully repurposed to house a restaurant, dance and fitness studios, artist galleries, and community theatre. The Plan Area also includes the Arcata Rail-to-Trail along the L Street Corridor, a paved Class I bike/pedestrian trail.

Currently, the Plan Area is a mixture of uses, including heavy- and light-industrial, retail, residential, and others, with a disjointed sense of identity. The Plan Area once provided easy access to railways connecting Arcata to lumber mills along the Samoa Peninsula and the City of Eureka. As such, it was a prime location for industrial uses and continues to be the location of various industrial companies such as Industrial Electric, Humboldt Wholesale, Wing Inflatables, AmeriGas, and numerous auto repair and detailing shops. However, interspersed with these industrial uses are historic homes, boutique shops, condominiums, theaters, gyms, pubs, and restaurants. A general summary of the existing context around the Gateway Area is presented in Figure 2 below. These legacy industrial lands offer substantial growth opportunities that also have the benefit of being the most fiscally responsible pathway to provide for the City's needs now and into the future.

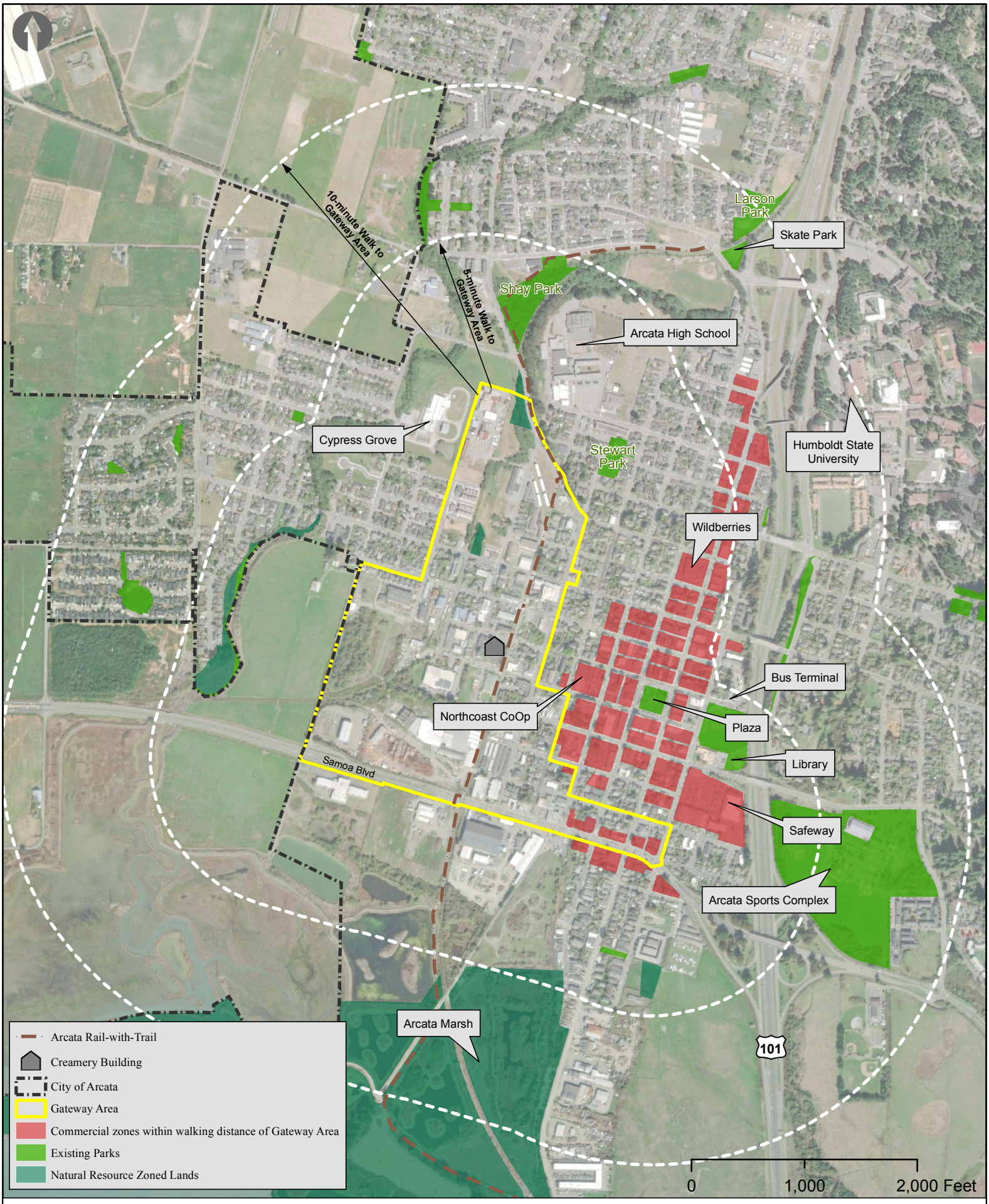


Figure 2: Gateway Area Context

Created by Planwest Partners
Map Date: 11/3/2021

Relationship to Other Plans

This page and the next page show how this document relates to the four other City regulatory documents that apply to the Plan Area. Table 1 below shows which documents apply City-wide and which apply exclusively in the Gateway Area. Table 2 summarizes the objectives of each of the regulatory documents and which document to consult for various purposes. The next page provides details regarding each document, their relationship to one another, and their geographic limitations. As described on the next page, the City's Local Coastal Program is contained within the City's General Plan and Municipal Code.

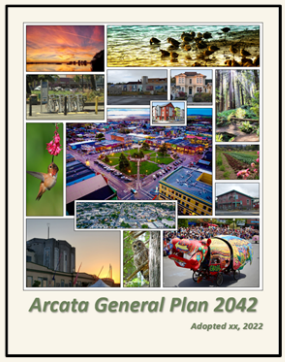
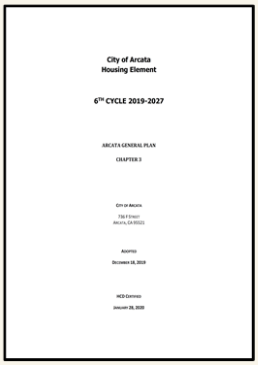
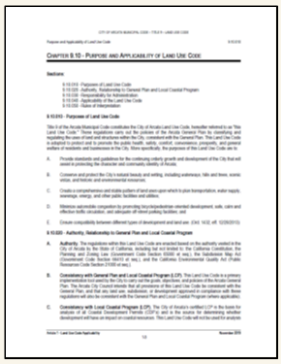
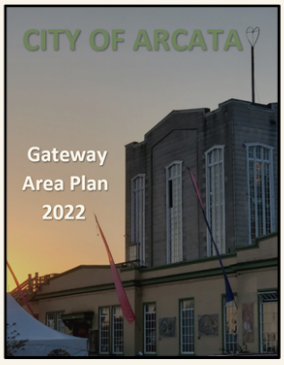
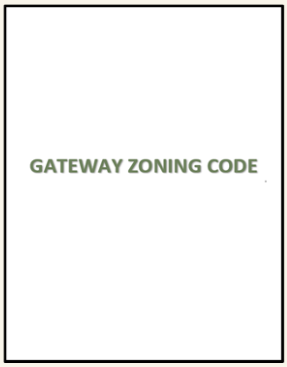
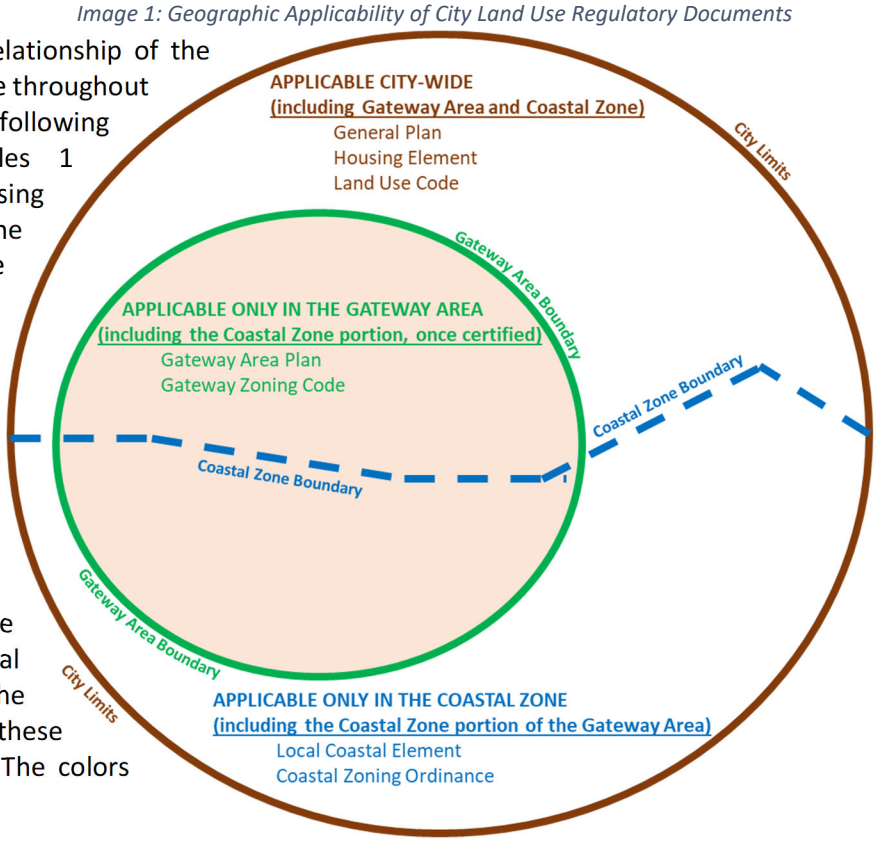
Applies to Entire City, including the Gateway Area			Applies Exclusively to the Gateway Area	
General Plan	**Housing Element, 6th Cycle**	**Land Use Code**	**Gateway Area Plan**	**Gateway Area Code**
				
	Must be consistent with General Plan.	**Must be consistent with General Plan and Housing Element.**	**Must be consistent with General Plan and Housing Element.**	**Must be consistent with General Plan, Housing Element, and Gateway Area Plan.**

Table 1: Summary of City Regulatory Documents Applicable within the Plan Area

OBJECTIVE	RELEVANT DOCUMENTS				
	General Plan			Municipal Code	
	General Plan	Housing Element	Gateway Area Plan	Gateway Zoning Code	Land Use Code
Establish an overall **vision** for the entire City.	X				
Establish broad **policies** that apply City-wide, including within the Gateway Area. These policies are crafted to support the vision for the overall City.	X	X			
Analyze the City's housing stock and outline broad **policies** for meeting future housing needs, including within the Gateway Area.		X			
Establish a **vision** for the Gateway Area that are more detailed than the vision presented in the General Plan and Housing Element.			X		
Establish specific **policies** for the Gateway Area that are more detailed than the policies presented in the General Plan and Housing Element.			X		
Outline general **strategies for implementing the future vision** for the Gateway Area.			X		
Define the specific detailed development and design standards for the Gateway Area. These standards are meant to enact the vision and policies of the Gateway Area Plan.				X	
Identify **permit requirements** and processes for development activities.				X	X
Define general **development standards** (e.g. building heights, subdivision standards, environmental requirements, administration adjustment standards, etc).					X

Table 2: The Primary Objectives of City Regulatory Documents Applicable within the Plan Area

Image 1: Geographic Applicability of City Land Use Regulatory Documents



The graphic to the right (Image 1) shows the relationship of the various regulatory documents that control land use throughout the City. The colors of this image and the following paragraphs match the color code in Tables 1 and 2. As Image 1 shows, the General Plan, Housing Element, and Land Use Code apply throughout the entire City, including within the Coastal Zone portion of the City, within the Gateway Area, and within the Coastal Zone portion of the Gateway Area. Two documents apply exclusively within the entire Gateway Area, including the Coastal Zone portion of the Gateway Area: the Gateway Area Plan (this document) and the Gateway Zoning Code. Neither of those two documents apply outside of the Gateway Area. Then, two documents apply through the entire Coastal Zone portion of the City, including within the Coastal Zone portion of the Gateway Area: the Local Coastal Element and the Coastal Zoning Ordinance. As the following paragraphs explain, several of these documents are contained within one another. The colors correspond to Tables 1 and 2 as well as Image 1.

General Plan

The City of Arcata's General Plan outlines the comprehensive objectives the community seeks to achieve in the areas of land use, growth management, transportation, open space, health and safety, housing, and related topics. Applies City-wide.

Housing Element

Includes policies to help remove barriers to housing development. Applies City- wide. The General Plan Policy Areas are contained within General Plan Elements. The following Elements are discussed in detail here because they closely relate to the subject matter covered in this Element.

Gateway Area Plan

This document, which is an Element of the General Plan that applies specifically and exclusively to the Plan Area.

Local Coastal Element

An Element of the General Plan that contains the land use policies within the Coastal Zone portion of the City.

Land Use Code (a part of the zoning ordinance contained within the Municipal Code under Title IX)

A section of the City's Municipal Code that implements the overall goals and policies of the General Plan with detailed and specific development standards, allowances, and requirements.

Coastal Zoning Ordinance

Regulates development standards in the Coastal Zone portion of the City. The Coastal Zoning Ordinance is a combination of standards specifically designed for regulating activities in the coastal zone consistent with the Coastal Act as well as area or City-wide regulations certified in the coastal zone to streamline permitting.

Gateway Zoning Code

A section within the City's zoning ordinance with detailed and specific development standards, allowances, and requirements applicable specifically and exclusively to the Arcata Gateway Plan Area.

Overriding Authority of Regulatory Documents

The documents outlined above are interrelated with one another and some govern over others in specific circumstances. As a General Plan Element, the Area Plan refines the citywide goals and policies by addressing relevant Plan Area issues for more specific guidance on other Plan elements. Therefore, in the case of an Area Plan and General Plan conflict, the Area Plan prevails within its boundaries. However, the General Plan provides guidance on all issues not covered in the Area Plan.

Likewise, the Gateway Zoning Code's specificity supersedes more general development standards in the Land Use Code. However, the Land Use Code provides guidance on matters not covered in the Gateway Zoning Code, such as permit processing and subdivision regulations. The Land Use Code is overruled where there is more specificity in the Coastal Zoning Ordinance and/or the Gateway Zoning Code.

The Coastal Land Use Element rules where there is conflict among standards between the Gateway Area Plan and the Coastal Land Use Element. Similarly, the Coastal Zoning Ordinance supersedes the Gateway Zoning Code when conflicts exist.



The Gateway Area Boundary, looking south (see Figure 1 *for more detail).*



The southern half of the Gateway Area, looking south (see Figure 1 *for more detail).*

How To Use This Plan

This Area Plan is designed to be easily understood and referenced by a range of users, including property owners, developers, business owners, general community members, elected/appointed officials, and City staff. To help navigate the main components of the document, the following steps are a quick way to understand the different sections of the plan.

Step 1: Confirm the project site or your site of interest is within the Gateway Area
The Plan provisions only apply within its boundaries.

Step 2: See if your project or desired undertaking fits the vision of the Gateway Area
Briefly review the vision chapter to see if your project satisfies or complements the City's vision for the Gateway Area. With the multitude of mixed-use possibilities and emphasis on equity, it is likely there is place for you in the Gateway.

Step 3: Identify the appropriate Land Use Designation (sub-area)
The Gateway Area is sub-divided into four sub-areas or Land Use Designations. Locate your proposed project location or site of interest on Figure 4 to determine which land use designation applies.

Step 4: Evaluate your project's contribution to targeted types and mixes of land use
Review "Table 5: Target Land Use Mixes" to evaluate if or how your project contributes the City's targeted volume and mix and land uses. This Plan heavily favors a diversity of high-density residential development.

Step 5: Determine if your project provides any designated community benefits and adjust project as needed
Review the program outlined in the "Community Benefits and Development Standards" chapter to determine how your project could offer desired community benefits. Consider modifying your project to add more community benefits in order to receive greater development potential and streamlined permitting processes.

Step 6: Determine your project's allowed and required development standards
Review "Table 7: Development Standards for Base Level Projects and Community Benefit Projects" to determine the allowed building height of your project, as well as the required residential density and other basic development standards. Projects that provide more community benefits are granted enhanced levels of development.

Step 7: Review the policies throughout the Plan
Determine the appropriate policies throughout this document that apply to your project. Polices have been established for land use, equitable housing, employment, arts & culture, historic resources, building design, mobility, streetscape design, open space & conservation, and infrastructure. Some policies will need to be assessed on a parcel-by-parcel basis, such as creek daylighting, but others apply to the all properties in the Area, such as form-based design standards.

Step 8: Review the Gateway Code and, if applicable, the Local Coastal Program/Element
Review the Gateway Zoning Code, a City zoning code (a.k.a. "Land Use Code") section that applies specifically and exclusively to the Plan Area. The document implements the policies of this Area Plan and outlines the specifics of what is required for Gateway Area projects.

Step 9: Speak with a City Planner
The City encourages you to speak with a planner for any questions about how this Area Plan applies to your project or the application process.

Step 10: Follow the Appropriate Application Process
Your planner will inform you as to next steps and required application materials. Submitting a complete and detailed application package to the City that follows the policies, development standards, and design guidelines presented in this plan will ensure timely processing so you can get started on your project.

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CHALLENGES AND OPPORTUNITIES

The process of preparing this document included extensive community engagement to identify the concerns and aspirations of existing and prospective residents, workers, business owners, and property owners. The public input gathered during Plan development was an extension of similar work conducted under the City's Housing Element, which also included substantial public engagement. That document revealed a collective interest in conserving Arcata's natural resources and creating more opportunities for housing by using infill redevelopment as a primary solution to the City's housing shortage. The Housing Element subsequently mandated that the Gateway Area is to be rezoned to allow "high density infill development." To understand the feasibility of utilizing the Gateway Area as a focused redevelopment area, the City conducted detailed analyses of real estate market conditions and Area demands (see the Arcata Infill Market Study), which also included broad public engagement. Both of those documents confirm the City's overall drive towards utilizing infill redevelopment to produce housing. This is consistent with the long-standing principles and values of Arcata, which include the preservation of open spaces around the periphery of the City, an aversion to sprawling low density development, efficient use of the existing built environment, and a commitment to sustainability and low-impact development.

In addition to confirming a consistent interest in infill redevelopment, the public processes of developing this plan, the Housing Element, and the Infill Market Study also uncovered eight key challenges that concern the current and prospective populace of Arcata. A primary motivation of this Gateway Area Plan is to guide development within the Plan Area as a means of resolving these challenges and/or turning them into opportunities.

The primary challenges identified by the community are:

1. **Housing Needs and Limited Land:** Fulfilling the community's housing needs with a limited amount of available land.
2. **Racial Equity and Social Justice:** Building a community based on genuine racial equity and social justice.
3. **Market Constraints:** Producing new housing that is affordable at all income levels and constructing new buildings for job-creating uses within a challenging economic market.
4. **Growth Management:** Facilitating community-supported high-density development that retains what people love about Arcata and is consistent with the character and style of Arcata while also providing preservation of historic resources.
5. **Climate Change and Sustainability:** Reducing greenhouse gas emissions and contributing to solutions to climate change.
6. **Unfulfilled Identity:** Reducing blight, fulfilling the potential of underutilized properties, and transitioning away from antiquated land uses, all while satisfying the community's desire to create a part of town that is rich in vibrant arts and culture.
7. **Jobs and Entrepreneurial Opportunities:** Providing the right balance of employment and entrepreneurial opportunities for existing and future residents.
8. **Infrastructure, Circulation, and Parking:** Addressing the cost and complexity of planning, designing, and constructing new infrastructure, including a transportation system that serves everyone across all modes of transportation, while also supplying sufficient parking spaces.



HOUSING NEEDS AND LIMITED LAND

Challenges Related to Housing Needs

The State of California has an inadequate housing supply at all income levels, which is also true of Humboldt County and the City of Arcata. In Arcata, the housing shortage could increase in the coming years, especially with projected HSU expansions and related student , faculty, and administration housing demands. In addition, the area is experiencing in-migration due to climate, economic pandemic, and other related causes. These trends may increase in the future. There is also a limited variety of housing types throughout Humboldt County in general, with single-family and low-density multi-family residential serving as the dominant forms of housing. While Arcata provides some degree of higher-density and mixed-use residential housing options, housing variety is still dominated by single-family development patterns and relatively low-densities. The housing shortage is also not unique to any income level; finding housing is a challenge for unemployed students as well as for doctors moving to the area, though the shortage is inherently more consequential for low-income individuals and families. The most significant component of this challenge is that Arcata has a limited amount of developable land remaining with which to plan for housing growth. The City has reached its horizontal growth limits around its periphery, surrounded by forested hillsides, coastal wetlands, coastal agricultural lands, and protected greenbelts. The City can only provide a meaningful amount of new housing through vertical infill.

More specific to the Plan Area, while it is centrally located within the City and directly adjacent to the Downtown core, the Plan Area currently has very little housing and contains many vacant and underutilized lots. While the Plan Area is geographically ideal for housing, the Area is currently dominated by legacy industrial land uses (such as warehousing and storage), though there are pockets of high value job centers, some residential clusters, and a sprinkling of commercial businesses. Transitioning from the current patchwork-development pattern to a denser, more cohesive mixed-use-residential pattern with high quality community amenities will require a clear vision and actionable implementation strategy. Additionally, the existing residents and businesses of the Plan Area could be displaced if the Plan Area is not planned appropriately, presenting additional challenges that will need to be addressed.

Opportunities to Address Housing Needs

From a City-wide perspective, the Gateway Plan Area has by far the best potential to create new housing units of any priority infill area identified in the City's 6th Cycle Housing Element. The Plan Area also has the greatest potential to accommodate a much-needed increase in the diversity of housing types, such as mixed-income, high-density, multi-story residential towers, owner-occupied affordable housing, affordable-by-design studios, student housing, mixed-tenure condominiums, market-rate units, and luxury penthouses. Many of the City's unmet housing needs challenges are intended to be addressed with strategically planned Gateway Area residential growth as discussed and analyzed in the City's 6th Cycle Housing Element. The Plan Area can provide volumes of new housing types that have historically been underdeveloped Countywide. The envisioned volume and range of new housing types will also provide an opportunity to minimize the impacts of gentrification and displacement from redeveloped properties.



GUIDING RACIAL EQUITY & SOCIAL JUSTICE

Challenges Related to Racial Equity & Social Justice

The United States has suffered from and perpetuated centuries of racial injustice and social inequity. Both locally and nationally, people of color fare worse than their white counterparts across quality of life metrics, including housing, employment, education, criminal justice, and health. Arcata strives to be a just and equitable community, but substantial work is needed to make that vision a reality. While acknowledging historical context and the systemic harm done to specific racial groups in Arcata, Humboldt County, and the United States more broadly, the City intends to aid in the creation of equitable outcomes for people of all races. This work began in part in 2017 with the formation of Equity Arcata, a racial equity partnership between the City, Cal Poly Humboldt ~~Humboldt State University~~, local businesses, and members of the community that strives to make Arcata a more inclusive and community. Those who implement this Plan will be tasked with carrying forward the work of creating an anti-racist community that is already underway.

Opportunities to Address Racial Equity & Social Justice

This Plan provides the City with opportunity to stimulate development designed to decrease the role that race plays as a determinant of life outcomes. It has been shown that racialized, inequitable systems stifle opportunities and depress outcomes across all groups; therefore, addressing racial inequity directly in this Plan will ultimately benefit all Arcata residents. Through implementing measures that identify equity as their central tenet across various sectors—including housing, employment, and recreation—the City can lift all populations by paying specific attention those historically excluded. Proposed anti-racist policies and implementation tools will be elaborated on throughout the Plan.



MARKET CONSTRAINTS

Challenges Related to Market Constraints
The cost of construction, and specifically the cost of housing development, is at an all-time high. But construction cost has out leveraged local wages, the ability to pay for a cost effective return on investment, for decades. This is major contributor to the housing shortage because the cost of construction limits housing supply even while the demand for new housing continues to grow. While a diversity of high-density housing types could contribute to the solution, the majority of local construction companies have little experience with high-density housing. In addition, community members have been reticent in the past to support higher densities and taller buildings, making such development potentially risky and therefore less appealing to developers. As Identified in the City's Infill Market Study, City permitting processes can also be lengthy and complex, thereby making development even more expensive. The potential for environmental contamination at key opportunity sites within the Plan Area also has the potential to increase development costs, adding to the challenge.
Opportunities to Address Market Constraints
The City has little ability to reduce the regional cost of construction. However, the City can ease development costs by lessening the time and complexity of permit approval processes and providing a path to streamlined environmental review. In exchange, the City can require a range of community amenities that will ensure development meets the needs and objectives of the broader community while simultaneously allowing higher densities than what has historically existed in the Gateway Area, modifying the scale and feel of the Area to more closely match Arcata's downtown Plaza core.



GROWTH MANAGEMENT

Challenges
A notable number of properties within the Plan Area are either vacant or underutilized. The residential development that does exist within the Plan Area is well below the currently allowed density, while some of the industrial properties consist of largely vacant former mill yards that may present issues with historic contamination. Very low intensity uses dominate large areas, such as storage units, utility corporation yards, and a car wash. While the City's Rail-to-Trail project traverses through the heart of the Plan Area, the Area has no formal parks or official public gathering spaces. Partially-daylighted segments of Jolly Giant Creek cut through the Plan Area and are unsafe to access where obscured by dense vegetation that lacks a sense of safety. Unmaintained extant creeks and wetlands can attract unauthorized camping. This all makes the Plan Area ideal for new development. However, resistance to infill growth has been a factor in the City in the past and could be a challenge moving forward.
Opportunities
Underutilized Plan Area properties offer substantial new mixed-use development opportunities, including high density mixed-tenant residential, vibrant community-oriented commercial, and neighborhood-scale light manufacturing that provide employment opportunities. There is also an opportunity to create pedestrian-friendly public spaces, including enhanced creek daylighting and a full realization of the Rail-to-Trail project. There are also opportunities to enhance wetland/creek restoration in the northern corner of the Plan Area as well as at the southwestern boundary. Growth can be managed within reasonable community expectations and according to design standards compatible with Arcata's character. Perhaps most important, dense infill redevelopment in the Plan Area will relieve development pressure in other parts of the City, especially within the forested hillsides, coastal wetlands, coastal agricultural lands, and protected greenbelts around the community's periphery, all of which are highly valued by the public.



CLIMATE CHANGE AND SUSTAINABILITY

Challenges
New growth and new development come with an environmental cost. More people typically means more energy use, more cars, more waste generation, and more greenhouse gas emissions. As the climate warms due to human activities, the next generation of Arcatans will face challenges at a scale that no generation has previously faced. As an example, sea level rise will displace local residents, furthering other challenges listed above. Such displacement will exacerbate the housing shortages, will intensify market demands, and put remarkable pressures on critical infrastructure. These types of challenges need to be actively acknowledged and mitigated as the community plans for growth in the Gateway Area. This includes prioritizing non-motorized transportation, electric vehicle charging infrastructure, and green buildings. This also means that the City must find ways to reduce greenhouse gas emissions while simultaneously adding population and new buildings. As a related challenge, the Gateway Area also includes several contaminated and potentially contaminated sites that will need to be cleaned up.
Opportunities
Arcata has the opportunity to prove its commitment to sustainability by demonstrating how infill redevelopment can provide housing, jobs, and entertainment, with a minimal environmental footprint. The City can also showcase how infill in the already-developed Gateway Area can relieve future development pressure in other parts of the City, thereby protecting the greenbelts and agricultural areas around the community's periphery.



UNFULFILLED IDENTITY

Challenge
A great deal of heart, social capital, and strategic planning efforts have been invested into envisioning an identity for the "Creamery District," which is a "special arts and commerce district surrounding the former California Central Creamery" building. The Creamery District is contained entirely within the Gateway Area. A Creamery District vision has been established, and there's been remarkable progress towards achieving that vision. This includes repurposing the Creamery Building into a cherished entertainment destination. The rest of the Plan Area has yet to realize its own unique potential and there is still much to be accomplished. The Plan Area has a lack of aesthetic cohesion and a fragmented sense of identity; building forms, land uses, and infrastructure systems all vary. There are also concerns regarding both blight and safety, which is partially a reality and partially a problem with perception. And, while the Plan Area contains the heart of the City's Rail-to-Trail, the Plan Area overall is not as pedestrian-friendly as has been envisioned by the general community with few clear connections to the Downtown. An antiquated set of land uses (such as mini-storage and warehousing) hold back the Area's potential, while blight and underutilized properties bring down property values. In addition, the City is actively working on finalizing and then implementing a City-wide Strategic Arts Plan, much of which will include expectations for the Plan Area.
Opportunity
Implementation and realization of the Creamery Plan Area vision as an "Arts District" will not only substantially transform this part of town, but will also contribute greatly to the spirit of Arcata and the overall culture of the region. The Plan Area can be thoughtfully-designed with a cohesive sense of identity, including features and amenities that minimize any perceived lack of safety while transitioning the Plan Area to become pedestrian-dominated. To some degree, new growth within the Plan Area should radiate outward from the Rail-to-Trail and the Creamery Building. In addition, streamlined permitting processes, modernizing land uses, and creating custom design standards can stimulate the construction of new buildings and the filling of key opportunities sites, all of which will eliminate blight and contribute to a cohesive neighborhood identity.



JOBS AND ENTREPRENEURIAL OPPORTUNITIES

Challenges

The majority of the Plan Area is currently zoned for light industrial uses and provides over 100 middle-income job opportunities. Currently, the Plan Area is home to several major employers, with a robust business mix. However, the envisioned amount of residential growth could quickly outpace the number of businesses, skewing the balance of housing and jobs. Along with the growth in residential and commercial uses, the Plan Area will also need to see growth in office-based and light-industrial jobs to provide living wage career opportunities for both blue-collar and white-collar professionals who choose to work and live in the Plan Area. As envisioned residential growth occurs, the Plan Area could not support a "car-free lifestyle" without growth of commercial, retail, and entertainment uses. For the Plan Area to be truly "mixed use" there will need to be more neighborhood-scale commercial and job-generating uses. In addition, the existing Plan Area uses are largely disconnected from one other with very little sense of unity and primary arterials are not being utilized as the vibrant neighborhood circulation features they could be.

Opportunities

Abundant employment opportunities will be necessary for the Plan Area to offer a truly "car-free lifestyle." Fortunately, the entrepreneurial spirt among residents and businesses in the Plan Area is strong, with several Arcata gems such as the Creamery Building, the Kinetic Lab, Holly Yashi, Wing Inflatables, Café Mokka - Finnish Country Hot Tubs, and many others. There is a great opportunity to build on this spirit and facilitate more home-grown businesses, both by encouraging new entrepreneurs and protecting/supporting the interests of pre-existing business owners within the Plan Area. The Plan Area could be highly walkable and easily-accessible via transit, making employment opportunities easier to access. This plan envisions the Plan Area to become a neighborhood-scale shopping and entertainment destination as well as a place where people can both live and work. The Area has the opportunity to provide a robust nightlife, ample food choices, and many things to do for residents and the broader community. This should occur in a well-planned and compatible manner that increases the market value of neighboring properties while contributing to the vibrancy of the City overall. Such community-oriented mixed-use will allow the Plan Area to be more walkable and will decrease Vehicle Miles Traveled. The street has the opportunity to become a welcoming place, with public restrooms, trash receptacles, pedestrian-scale street lighting, street trees, and wide sidewalks.



INFRASTRUCTURE, CIRCULATION, AND PARKING

Challenges

While the current Plan Area physical infrastructure is adequate to serve current demands, substantial growth would require infrastructure upgrades. This is true of the bicycle and pedestrian network, the vehicular circulation system, parking infrastructure, and various utilities (water, wastewater, etc.). The infrastructure upgrade costs may further hinder development and hold back the ability of Plan Area to address housing needs. In addition, a relatively large volume of traffic currently utilizes K Street (via Samoa Blvd) to enter the City from the south, while 11th Street serves as a primary access to the City from the residential neighborhoods to the west. Circulation upgrades must be planned and designed for complete streets with multi-modal features. Additionally, there is underdeveloped connectivity from the Plan Area to the core Downtown, the Plaza, Cal Poly Humboldt, ~~Humboldt State University~~, Arcata High School, and other key nodes throughout the City. Some community members have also expressed concerns about parking availability into the future. Finally, detailed utility studies will be needed to understand if and how water, wastewater, storm water, communications, and electrical utilities will need to be upgraded to serve new growth.

Opportunities

If substantial growth is going to occur in the Gateway Area, and if such growth is going to lead to the development of new infrastructure, then Arcata has the opportunity to create cutting-edge, sustainable, equitable, and efficient new infrastructure about which the community can be proud. New non-motorized circulation systems can be created that provide improved connections to the Plaza, Valley West, and downtown Eureka via trails and rapid transit bus lines. With intentional design, the Plan Area can look and feel like a more welcoming and vibrant "gateway" into the City from the south and west, while also improving street and pedestrian networks. Upgrades to all modes within the circulation system and efforts to establish "complete streets" along the new gateway corridors can also be expanded into other parts of the City, thereby increasing multi-modal connections to key destinations, including the Creamery District and larger Gateway Area. There is also an opportunity to prioritize non-motorized transportation, reduce vehicle trips from other parts of the City, and fulfill the potential of the Rail-to-Trail project. Reconfiguring the street network also provides opportunities to increase the quantity and quality of on-street parking. Utility upgrades can be master planned. And the future stormwater system can consist of daylighted creeks and groundwater recharge basins.



SECTION B: VISION



GATEWAY AREA VISION STATEMENT

The Arcata Gateway Area is a
vibrant, mixed-use, community-oriented blend of transitional neighborhoods
with the Creamery District at its physical core
and entrepreneurial heart in its community center.

The Gateway Plan lifts these values
to grow opportunity and build community equitably.

It is mixed-use, mixed-tenure, high-density, mixed-income, thoughtfully-designed, pedestrian-friendly, community-facing, sustainable, equitable redevelopment.

#



GUIDING PRINCIPLES

To overcome the challenges presented in the previous section and to achieve the vision outlined above, the Arcata Gateway Area Plan is built on six guiding principles. The principles connect the overarching vision with the Plan's policies and the subsequent regulations. These principles will serve as a reference point for stakeholders and decision-makers as projects are reviewed. As Table 3 below outlines, each guiding principle addresses one or more of the challenges.

Table 3: Relationship of Guiding Principles and Challenges

GUIDING PRINCIPLES	CHALLENGES AND OPPORTUNITIES							
	Housing Needs and Limited Land	Market Constraints	Growth Management	Racial Equity and Social Justice	Climate Change and Sustainability	Unfulfilled Identity	Infrastructure	Jobs and Entrepreneurial Opportunities
1. Stimulate the Creation of a Volume and Variety of Housing	X	X	X	X		X		X
2. Promote Racial Equity, Social Justice, and Diversity	X	X	X	X	X	X	X	X
3. Promote Thoughtful Development Through Form-Based and Streamlined Development Standards	X	X	X	X	X			
4. Promote a Balance of Mixed Uses to Create a Neighborhood District That Offers a Car-Free Lifestyle	X	X	X	X	X		X	
5. Design Circulation Improvements to Accommodate Planned Growth and Minimize Vehicle Trips				X	X	X		
6. Expand the Arts and Celebrate Cultural Identity				X		X		X
7: Plan for Environmental Restoration and Sustainability Features				X	X		X	

Each of the six Guiding Principles is outlined in detail in the following pages.

GUIDING PRINCIPLE 1: STIMULATE THE CREATION OF A VOLUME AND VARIETY OF HOUSING

Overcoming the housing shortage that Arcata is facing will require bold plans and actions. This first guiding principle is intended to overcome these challenges by generating a substantial amount of new housing units at a scale, density, and variety previously unseen in the City. This will be accomplished by ensuring that the City:

- Plan for up to 3,500 new residential units with the Gateway Area that are available to a wide range of income levels and that include a balance of renters and owners.

- Incentivize a wide range of affordable and equitable housing types, including affordable-by-design studios, student housing, mixed-tenure condominiums, and housing for low-income families.

- Encourage the creation of market-rate units for singles and families as well as upper income units, such as luxury penthouses. Promote the benefits of truly mixed income neighborhoods.

- Require that all new development requires at least some minimum quantity of housing units.



GUIDING PRINCIPLE 2: PROMOTE RACIAL EQUITY, SOCIAL JUSTICE, AND DIVERSITY

This Guiding Principle outlines a framework for the City to intentionally integrate fairness and justice into all planning and development activities within the Gateway Area so that factors of identity – such as race, ethnicity, gender, age, disability, sexual orientation or expression – have no detrimental effect on the distribution of resources, opportunities, or outcomes for anyone. Accordingly, this Plan has policies and implementation tools structurally designed as anti-racist with the intention of dismantling racial inequities. The Plan calls on those who will implement these policies to carry this work forward to create an anti-racist community. This will be accomplished by ensuring that the City:

- Acknowledge, support, and collaborate with the First Peoples of the region.
- Recognize past and present inequities.
- Honor cultural, racial, and gender diversity.
- Promote socioeconomic mobility by incentivizing development that grows opportunities.
- Identify and implement measures to counteract gentrification and/or the displacement of residents as a result of intensive redevelopment of the Gateway Area.
- Intentionally integrate the principle of 'fair and just' in all the City does in order to achieve equitable opportunities and outcomes for all people and communities.
- Work to identify and eliminate the root causes of inequity—resulting in more effective and equitable City policies, processes, and services.
- Ensure that all public processes are transparent, easy-to-understand, and accessible through a variety of community-based sources, organizations, and languages.



GUIDING PRINCIPLE 3: PROMOTE THOUGHTFUL AND ATTRACTIVE DEVELOPMENT THROUGH FORM-BASED AND STREAMLINED DEVELOPMENT STANDARDS

As described in the Challenges section, the City is experiencing a shortage of housing that is expected to get worse over time. Market constraints exacerbate this problem, meaning that the imbalance between demand and supply will continue to increase. At the same time, the community clearly demands that new housing comes as a part of well-planned growth. This first guiding principle is intended to overcome these challenges by streamlining development standards that include design standards that meet the community's expectations for new development. This will be accomplished by ensuring that the City:

- Establish ministerial permitting options and streamlined development processes for projects that provide designated community amenities or otherwise facilitate the guiding principles.

- Maximize flexibility in uses, with targeted limitations on land uses that do not contribute to the vibrancy of the Gateway Area.

- Create 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.

- Plan for custom development standards along key gateway segments and nodes, particularly along Samoa Boulevard, K Street and 11th Street, with the objective of generating a more welcoming and vibrant "gateway" into the City.



GUIDING PRINCIPLE 4: PROMOTE A BALANCE OF MIXED USES TO CREATE A NEIGHBORHOOD DISTRICT THAT OFFERS A CAR-FREE LIFESTYLE

A natural demand for commercial uses and job-generating uses will occur as the City successfully generates new housing units. The Plan Area could be exclusively residential, with the subsequent commercial and job-related uses found elsewhere in the City. However, the public has made clear an interest to create a place where residents have the option to live car-free. The Plan Area will compliment other nearby employment centers by including a range of commercial and light-industrial compatible manufacturing uses mixed with residential uses. This will be accomplished by ensuring that the City:

- Facilitate genuinely "mixed-use" development, with residential, retail, office, and light-manufacturing uses thoughtfully blended together with new public open spaces to create a newly cohesive neighborhood that feels complete.

- Cultivate the creation of a distinct neighborhood that offers a truly "car-free lifestyle" by promoting job-creating uses and neighborhood commercial uses to balance the planned growth of residential units. Promote the area as "a district that has it all" as well as a district that will contribute to and support existing businesses in the rest of City.

- Strategically integrate new uses harmoniously with existing uses, both within and adjacent to the Plan Area.

- Protect and complement the historic charm of legacy structures while allowing for substantial growth and development on vacant and underutilized parcels.



GUIDING PRINCIPLE 5: DESIGN CIRCULATION IMPROVEMENTS TO ACCOMMODATE PLANNED GROWTH AND MINIMIZE VEHICLE TRIPS

Promoting dense and diverse redevelopment and new development in the Plan Area will require an updated circulation system that supports increased demand for all forms of mobility – vehicles, trucks, transit, bicycles, and pedestrians, each of which will allow for accessibility. All of these mobility improvements will support and facilitate many of the other guiding principles and can help ease several of the challenges outlined above. A new, sustainable circulation system presents the opportunity to minimize new vehicle trips and parking demand in the Plan Area. This will be accomplished by ensuring that the City:

- Modify and update the circulation system to expand availability of safe and comfortable bicycle and pedestrian facilities, while managing vehicular travel to minimize adverse impacts from traffic noise and congestion.

- Reduce vehicle trips and parking demand from other parts of the City by creating convenient and safe pedestrian and bicycle corridors that draw residents and visitors into the Plan Area via means other than motorized vehicles.

- Connect Gateway Area to the Downtown/Plaza core with safe and attractive walking and bicycling routes suitable for all ages and abilities, incorporating wayfinding, public art, and street lighting, furniture, and amenities.

- Fulfill the potential of the Rail-to-Trail project by planning for expanded perpendicular connections that invite exploration and draw recreational cyclists, runners, and pedestrians from beyond the Plan Area.

- Where appropriate, close gaps in street blocks with bicycle and pedestrian trails accessible to people of all ages and abilities. For community cohesion and public safety purposes, maintain lines of-sight for visual continuity. Whenever vehicular roadways are eliminated, be sure to retain the pedestrian and bicycle facilities to avoid creating new gaps for non-vehicular travel.

- Provide enhanced ADA accessible and universal accessibility designs when possible.



GUIDING PRINCIPLE 6: SUPPORT THE ARTS AND CELEBRATE CULTURAL IDENTITY

Since 2012, the "Creamery District" has been a program of the non-profit organization "Arcata Playhouse" which also houses Playhouse Arts, the official "arts agency" for the City of Arcata. The organization's mission is to build community through the arts and "create a vibrant, diverse community where artists and entrepreneurs prosper," while the tagline of the Creamery District is "Where Arts and Commerce Meet." As a budding arts and culture commerce cluster that falls entirely within the Gateway Area, the Creamery District is locally recognized as a primary driver for expanding the role and recognition of the arts as an integral part of a healthy and vibrant community. This Area Plan seeks to build on already established momentum. This will be accomplished by ensuring that the City:

- Build upon past planning efforts to create the Creamery Arts & Culture District and honor the well-established entrepreneurial spirit and powerful identity that has been nurtured and organically cultured for years.
- Incentivize the integration of all forms of art into new development, including murals, sculptures, performing art spaces, and anything that is funky, eye-catching, or creative.
- Promote, prioritize, integrate, and incentivize housing integrated with or nearby workspaces for artists.
- Identify opportunities to integrate arts and cultural amenities into streetscape designs and open space plans.



GUIDING PRINCIPLE 7: PLAN FOR ENVIRONMENTAL RESTORATION AND SUSTAINABILITY FEATURES

The City of Arcata values environmental sustainability, meaning protecting natural resources and requiring efficient use of land, water, and energy. This Plan includes strategies to reduce sprawl, minimize energy use, reduce vehicle trips, decrease waste generation, and reduce greenhouse gas emissions. This includes prioritizing non-motorized transportation, electric vehicle charging infrastructure, and "green" buildings. Another sustainability component is contaminated sites cleanup and, where possible, habitat restoration. This will be accomplished by ensuring that the City:

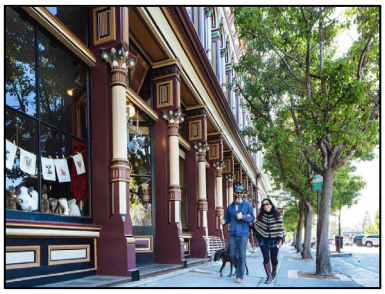
- Evaluate the possibility of daylighting Jolly Giant Creek within street rights-of-way, which could include eliminating or reducing vehicular traffic and parking on specific opportunity blocks.
- Incentivize the daylighting of Jolly Giant Creek on private properties.
- Incentivize the creation of privately-owned public spaces that can serve as community parks.
- Programs to assist private property owners with hazardous waste cleanup.
- Wetland mitigation banking/connection to Arcata Bay Trail.
- Form-based code standards for green buildings, electric vehicle charging, rainwater management, and incentives for open space, creek daylighting, and community gardens.



INSPIRATION FROM OTHER COMMUNITIES

The following images are examples of streetscape designs, architecture, building heights, and densities from other communities that this Plan considers as inspiration for the types of development that is envisioned for the Gateway Area.

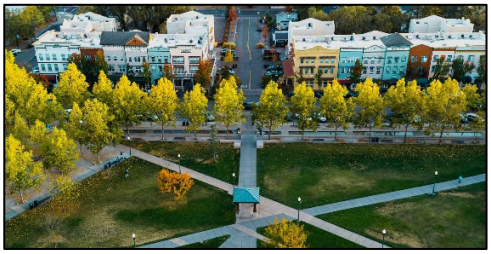
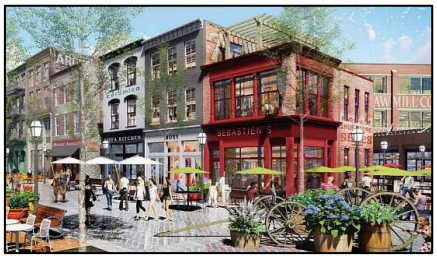
EXAMPLES OF QUALITY STREETSCAPES











These images are provided for illustrative purposes only to display the types of development envisioned for the Gateway Area.

EXAMPLES OF BUILDINGS ON THE UPPER END OF ENVISIONED HEIGHTS AND DENSITIES:














These images are provided for illustrative purposes only to display the types of development envisioned for the Gateway Area.

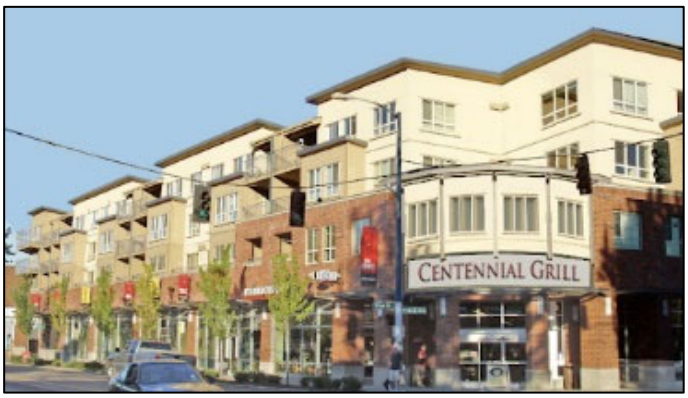
EXAMPLES OF UPPER FLOOR SETBACKS

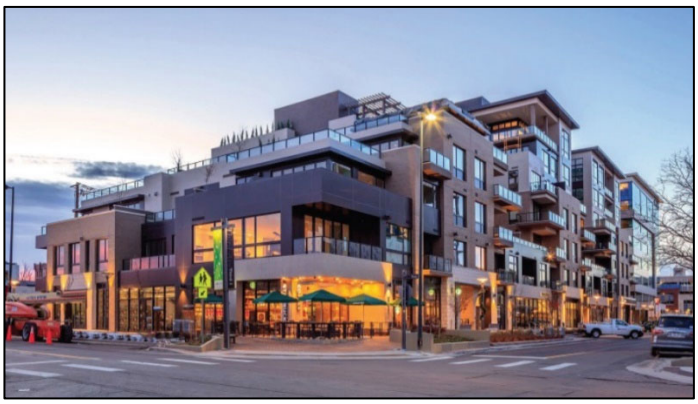












These images are provided for illustrative purposes only to display the types of development envisioned for the Gateway Area.

EXAMPLES OF QUALITY OPEN SPACES INTEGRATED INTO DENSE DEVELOPMENT















These images are provided for illustrative purposes only to display the types of development envisioned for the Gateway Area.

KEY OPPORTUNITY SITES

As discussed above, the Gateway Area is optimally located for redevelopment. The Area is within walking distance to the Downtown core, Arcata High School, Cal Poly Humboldt ~~Humboldt State University~~, and several other key destinations, making it an ideal location for high density residential development. Future residents of the Gateway Area will have easy access to essential services and job opportunities. Remarkably, despite its optimal location, the Area contains many vacant, underutilized and blighted sites. Many parcels contain legacy single-story industrial or residential buildings. Table 4 and Figure 3 below evaluate the sites most readily available for redevelopment. Given the importance of generating a volume of new residential units, each site is analyzed for its residential development potential under the "Opportunities" column. The range of residential units that each site could generate is calculated at a medium density residential standard (18 dwelling units per acre) and at a moderately high-density standard (50 dwelling units per acre). While this plan does not envision establishing minimum residential density standards, the 18 du/ac baseline provides a conservative estimate of what may actually be constructed since not all developers seek to achieve the maximum allowed units. For sites where wetlands or other constraints could reduce the potential for residential units, the table assumes that the City would allow each property to retain its overall gross density on the net developable portions of the site. It is also important to note that there are many other sites that could potentially be listed as opportunity sites. These were selected because they either have characteristics that make them particularly well-suited to redevelopment or because they are somewhat blighted and redevelopment would generate much-needed enhancements to the Plan Area.

Table 4: Primary Opportunity Sites

Site Ref.	Approx. Acres	# of Parcels	Existing Conditions, Constraints, and Assets	Opportunities	Residential Unit Capacity	Other Potential Uses
A	16.7	30 (multiple owners)	Located north of 11th Street, south of Alliance Ave, and west of M Street. Includes rights-of-way for 14th and 15th Streets. This somewhat blighted former mill site largely consists of open green space. While mostly vacant, the site does contain some legacy single-story metal industrial buildings. Jolly Giant Creek passes through the site in intermittent underground and above-ground segments. A railroad right-of-way runs north-south through the site.	This is an excellent site for environmental restoration, cleanup of contamination, formally-developed public open space, creek daylighting, bike/ped trails, and medium to high-density residential development. To maximize the development potential of the site, it could be developed as a single master planned "campus" with minimal internal roadways. Along the east edge of the site (along M Street) the site could contain some ground-floor non-residential uses.	300 to 835+	• Creek daylighting • Restoration • Open Space • Bike/Ped • Non-residential mixed use
B	3.9	6 (multiple owners)	Located south of Alliance Ave, west of K Street, and east of M Street. Much of the site contains a single-story mini-storage business and a single-story automotive-service business, though nearly an acre is entirely vacant green space. A railroad right-of-way runs north-south through the entire site. The north end of L Street terminates at this site, preventing L Street from reaching Alliance Ave. The existing Arcata Rail-to-Trail bike/ped facility passes through the site.	This is an excellent site for environmental restoration, cleanup of contamination, an extension of L Street, and medium to high-density residential development. Along its street frontages, the site could contain some ground-floor non-residential uses.	70 to 195+	• Bike/Ped • Street connection • Non-residential mixed use
C	0.7	1	Located north of 12th Street and west of K Street. The site includes approximately five single-story wood and metal industrial buildings and a small structure of potential historic significance. Over 50% of the site is undeveloped. The site currently contains an automotive-service business.	This site is well suited to residential uses, with some potential for non-residential ground-floor uses.	12 to 35+	• Non-residential mixed use
D	0.75	1	Located south of 11th Street and west of L Street. The site includes one single-story metal industrial building that is home to a wholesale and equipment rental business. Approximately 50% of the site is undeveloped, most of which contains outdoor storage of automotive parts and equipment.	The site is in a prominent location, with 11th Street providing substantial vehicular and foot traffic daily. In addition, the site is also directly adjacent to the Rail-to-Trail, making it ideally suited for upper floor residential and ground-floor non-residential uses.	14 to 38+	• Non-residential mixed use

Site Ref.	Approx. Acres	# of Parcels	Existing Conditions, Constraints, and Assets	Opportunities	Residential Unit Capacity	Other Potential Uses
E	12.2	1	Located east of the far southern extent of Q Street, south of 10th Street, and west of N Street. Until recently, the site was mostly undeveloped, containing just one small single-story metal industrial building and an automotive-services business. Within the past two years, an approximately 20,000sf two-story mixed-use building was constructed in the northeast corner, leaving the vast majority of the site still undeveloped. The site is partially within the Coastal Zone.	At the edge of the Plan Area and directly adjacent to planned open space, the site is well suited for residential development.	112 to 311+	• Bike/Ped • Non-residential mixed use
F	2.19	5 (multiple owners)	Located south of 10th Street and east of N Street. The site includes three single-story metal industrial buildings. Over 65% of the site is undeveloped. The site currently contains an automotive-service business, a recycling business, and contractor yards. It is possible that development on the south end of the site may be restricted due to the possible presence of wetlands.	This site is well suited to environmental restoration, cleanup of contamination, and residential uses, with some potential for non-residential ground-floor uses.	39 to 110+	• Non-residential mixed use
G	1.42	1	The site is a single parcel and also the entire block contained by 10th Street, K Street, 9th Street, and L Street. The site does not contain any finished structures, but does contain a single canopy structure and several shipping containers. The site is also bisected diagonally by Jolly Giant Green from the northwest corner to the southeast corner. The northern half of the creek is underground while the southern half is aboveground and includes a substantial strip of riparian vegetation. The site contains a car wash business.	The site is optimally located for environmental restoration and new multi-story mixed use development. Being an entire City block also adds to the site's development potential. The underground portion of Jolly Giant Creek is the single best opportunity for creek daylighting south of 11th Street. The site's proximity to the CoOp grocery store and other downtown commercial amenities makes the site an ideal location for residential development that can provide a car-free lifestyle for residents. Fronting on the high-volume K Street also makes the site prime for some ground-floor non-residential development that can provide jobs and retail opportunities.	26 to 71+	• Creek daylighting • Open Space • Bike/Ped • Non-residential mixed use
H	1.0	1	Located at the far west end of 8th Street, the site contains a one-story metal industrial building and a substantial volume of scrap metal, vehicle parts, boat parts, and shipping containers. The site is entirely within the Coastal Zone.	The site is optimally located for environmental restoration and new multi-story mixed use development.	18 to 50+	• Non-residential mixed use
I	2.65	1	The site contains several shipping containers, a parking lot, and a one-story metal industrial building that currently serves as professional office space and hand-assembly light manufacturing. Approximately 66% of the site is currently vacant. The site is entirely within the Coastal Zone.	This site is well suited to residential uses, with some potential for non-residential ground-floor uses.	48 to 133+	• Open Space • Bike/Ped • Non-residential mixed use
J	1.0	1	The site consists of 70% of the block contained by 8th Street, J Street, 7th Street, and K Street. The site is currently home to approximately 27 trailers/RVs, a single-family residence, and a garage. The site is presumably home to over two dozen low-income individuals/families. The site is entirely within the Coastal Zone.	The site presents an excellent opportunity to create an multi-story affordable housing development that provides substantially upgraded residential accommodations for the site's current residents.	18 to 50+	• Non-residential mixed use

Site Ref.	Approx. Acres	# of Parcels	Existing Conditions, Constraints, and Assets	Opportunities	Residential Unit Capacity	Other Potential Uses
K	20.3	8	Located north of Samoa Blvd and west of the L Street right-of-way, this site consists of a large industrial site that once contained a barrel factory and a mill. While the site contains nearly 200,000 sf of legacy metal and wooden industrial buildings, this site is most vacant open area that once served as log deck. The site contains no internal public roadways or rights-of-way, though a railroad right-of-way does cut through the site. Though the site is home to several important businesses, the site is also relatively blighted in appearance. The site is entirely within the Coastal Zone.	This site is among the most developable sites within the City and has the potential to provide many of the housing units that the Gateway Area Plan seeks to create. To maximize the development potential of the site, it could be developed as a single master planned "campus" with minimal internal roadways. The site also has the potential to provide open space and recreation areas. Some non-residential mixed use may be appropriate along Samoa Blvd.	365 to 1,015+	• Restoration • Open Space • Bike/Ped • Non-residential mixed use
L	1.44	2	The site is the entire block contained by 7th Street, K Street, 6th Street, and the L Street right-of-way. The site contains three small structures, several pressurized above-ground-storage-tanks, and dozens of stockpiled residential-scale propane tanks. The site is home to Amerigas and is largely empty being primarily used for storage. The site is entirely within the Coastal Zone.	The site is optimally located for new multi-story mixed use development. Being an entire City block also adds to the site's development potential. The site's proximity to various downtown commercial amenities makes the site an ideal location for residential development that can provide a car-free lifestyle for residents. Fronting on the high-volume K Street also makes the site prime for some ground-floor non-residential development that can provide jobs and retail opportunities.	26 to 72+	• Non-residential mixed use
M	1.44	2	The site is the entire block contained by 6th Street, K Street, 5th Street, and the L Street right-of-way. The site is entirely occupied with small-bay low-profile single-story buildings serving as a mini-storage business. The site is entirely within the Coastal Zone.	The site is optimally located for new multi-story mixed use development. Being an entire City block also adds to the site's development potential. The site's proximity to various downtown commercial amenities makes the site an ideal location for residential development that can provide a car-free lifestyle for residents. Fronting on the high-volume K Street also makes the site prime for some ground-floor non-residential development that can provide jobs and retail opportunities.	26 to 72+	• Bike/Ped • Non-residential mixed use
N	0.43	1	The site is east of K Street and north of 5th Street. The site contains a 1.5 story building that takes up less than 50% of the lot. The site is entirely within the Coastal Zone.	The site is optimally located for new multi-story mixed use development. The site's proximity to various downtown commercial amenities makes the site an ideal location for residential development that can provide a car-free lifestyle for residents. Fronting on the high-volume K Street also makes the site prime for some ground-floor non-residential development that can provide jobs and retail opportunities.	8 to 22+	• Non-residential mixed use
				TOTAL COLLECTIVE POTENTIAL RESIDENTIAL UNITS	**Approximately 1,000 to 3,000+**	

Figure 3 below corresponds to Table 4 above.

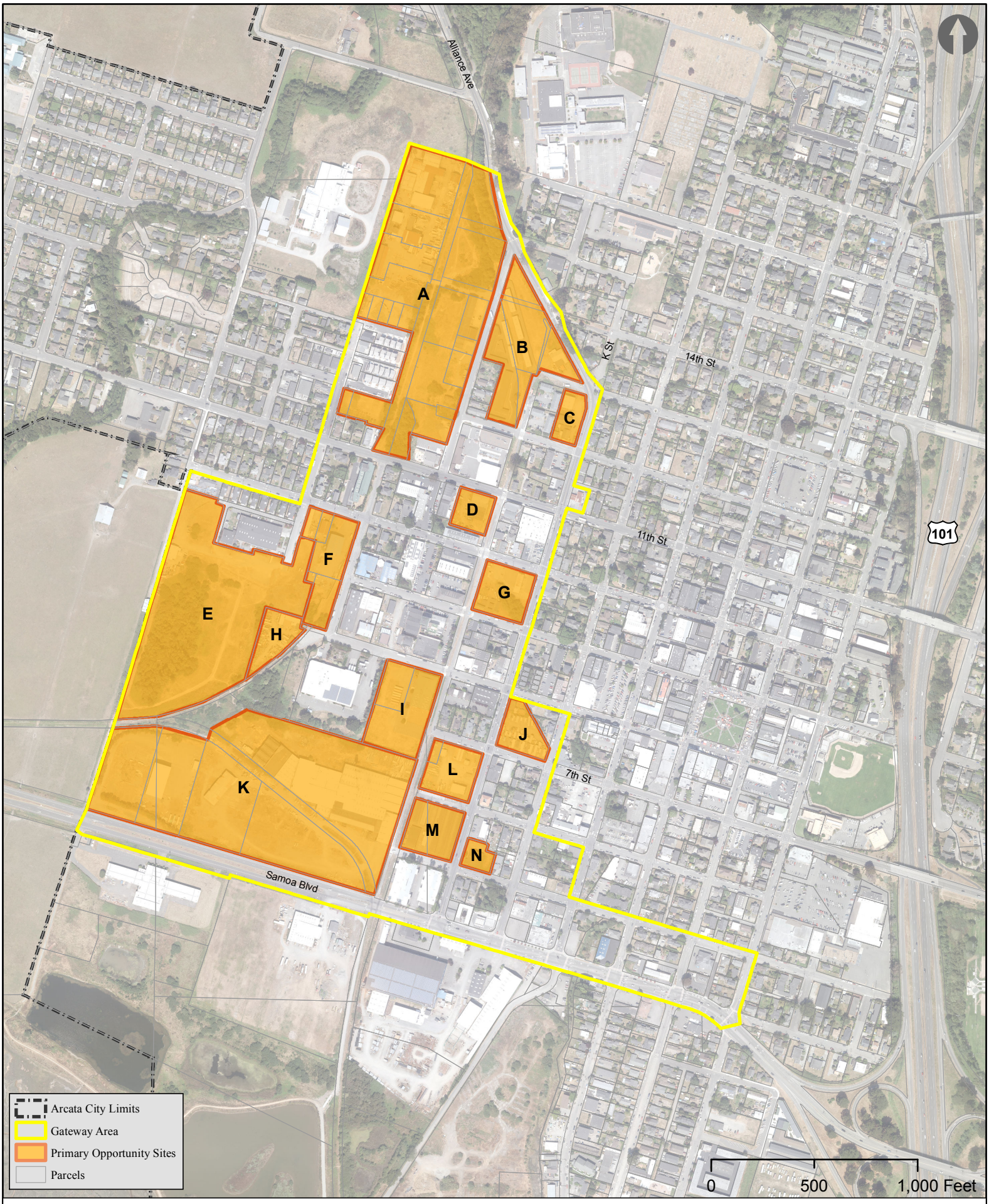


Figure 3: Primary Opportunity Sites

Created by Planwest Partners
Map Date: 11/12/2021

VISUALIZATIONS

Following public feedback regarding draft Gateway Area Plan, several pages will be added here to display photo-realistic visualizations of selected opportunity sites within the Plan Area. Each visualization will show existing conditions and then envisioned future improvements on the same site. These renderings will be illustrative, will be conceptual, and will not be prescriptive.

PLACEHOLDER

SECTION C: STRATEGIES, POLICIES, AND IMPLEMENTATION



1. LAND USE

Overview

The Land Use strategies and policies in the Plan allow for, and actually encourage, a broad range of residential and mixed-use redevelopment with an emphasis on housing creation. The Plan supports a broad diversity of uses as long as they support a pedestrian-friendly environment and other Plan goals.

Land Use Designations

Figure 4 shows the land use designations that apply within the Gateway Plan Area. As described below, the designations allow for a high-intensity mix of residential and non-residential land uses. The Gateway Zoning Code zoning districts implement these designations with additional specificity on permitted land uses and development and design standards. Each of these designations are also known as "Gateway Sub-areas."

Gateway Barrel District (G-B)

The G-B district (approximately 35-acres) provides a high-density walkable residential campus on a former barrel manufacturing site and neighboring former industrial sites. Internal circulation is based primarily on bicycle and pedestrian modes of travel. Vehicular infrastructure is minimal, producing a campus-like district. Building and site design supports a pedestrian-friendly public realm compatible with the internal high-density residential character of the District. While land uses include retail, office, personal service, restaurant, and light industrial ~~manufacturing~~ uses, the District is primarily residential. The G-B district allows building heights up to eight stories for development providing community benefits.

Gateway Hub (G-H)

The G-C district is a vibrant, high-intensity mixed-use area allowing for a broad range of residential, retail, office, personal service, restaurant, entertainment, light industrial ~~manufacturing~~, and other similar uses. The G-C district allows building heights up to seven stories for development providing community benefits. Building and site design supports a welcoming, vibrant, and pedestrian-friendly public realm.

Gateway Corridor (G-C)

The G-C district is a linear area along Samoa Boulevard, L Street, and K Street, each of which serve as major bicycle and vehicular gateways into the City. This active, inviting, high-intensity, mixed-use designation requires a pedestrian-oriented ground floor design aesthetic intended to slow passing vehicular traffic and encourage drivers to park and walk. Street-facing uses primarily consist of non-residential uses, with residential allowed in limited cases as defined in the corresponding zone district. Upper floors primarily have residential uses, with some non-residential allowed in limited cases. Overall allowed uses include residential, retail, office, personal service, restaurant, entertainment, light industrial ~~manufacturing~~, and other similar uses. The G-C district allows building heights up to six stories for development providing community benefits.

Gateway Neighborhood (G-N)

The G-N district provides a transition from the high-intensity G-C district to lower intensity residential uses outside of the Gateway Plan Area. Allowed land uses include residential, retail, office, personal service, restaurant, light industrial ~~manufacturing~~, and other similar uses. The G-C district allows building heights up to five stories for development providing community benefits. Building and site design supports a pedestrian-friendly public realm compatible with the residential character of surrounding areas.

Other Designations

Other Designations that occur in the Gateway Area, such as Natural Resource, are described in the General Plan.

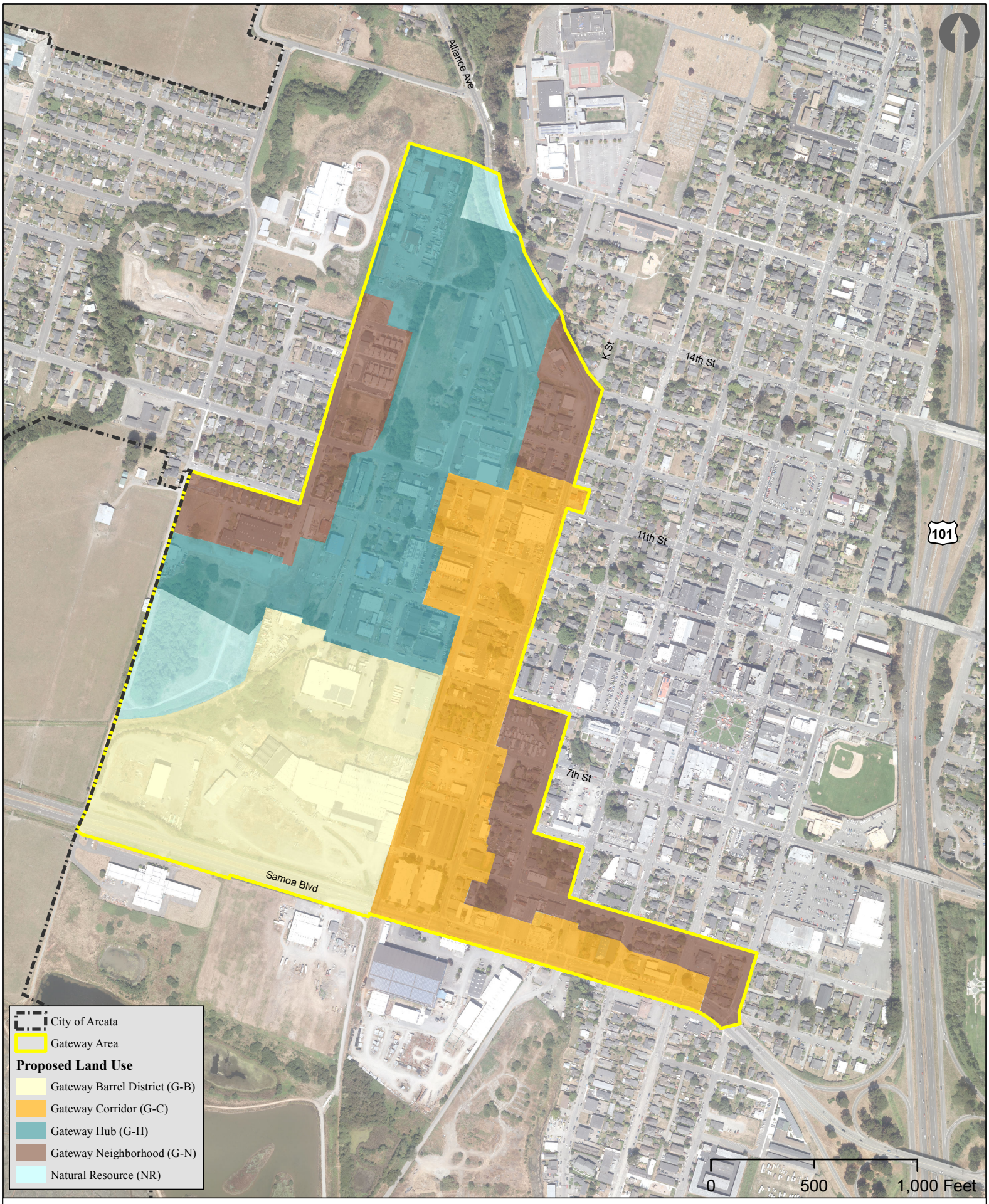


Figure 4: General Plan Land Use Designations Within the Gateway Area

Created by Planwest Partners
Map Date: 11/12/2021

Land Use Vision

The Gateway Area Plan envisions a mix of residential and non-residential uses, but does not mandate specific land uses on specific properties other than requiring residential uses. Instead, the Plan expects that a mix of land uses will evolve organically over time in response to changing market conditions, social demand, and development opportunities. Given this approach, the Gateway Area Plan identifies broad "land use targets" for each Land Use Designation (a.k.a. "subarea"). The Land Use Designation Diagram above (Figure 4) shows the subarea boundaries. Table 5 below shows the land use targets for each subarea and the overall Plan Area. These targets are not a regulatory requirement for individual development projects, but rather a broad goal. The targets heavily favor the production of new residential units given that market conditions, social demand, and projected growth all overwhelmingly demonstrate a shortage of housing in the City. If market conditions and/or social demand change significantly in the lifetime of this Plan, then these targets may not continue to be applicable.

Table 5: Target Land Use Mixes

	Target Dwelling Units	Estimated Average Unit Size (square feet)	Approximate Total Residential Floor Area	Assumed SF of Non-Residential Floor Area Per Residential Unit	Approximate Total Non-Residential Floor Area	Approximate Total New Floor Area	Approximate Percent of Total Floor Area that is Non-Residential
Barrel District (G-B)	1,200	1,000	1,200,000	85	102,000	1,302,000	8%
Gateway Hub (G-H)	1,300	900	1,170,000	50	65,000	1,235,000	5%
Gateway Corridor (G-C)	500	900	450,000	200	100,000	550,000	18%
Gateway Neighborhoods (G-N)	500	1,000	500,000	20	10,000	510,000	2%
TOTAL/*AVERAGE*	**3,500**	***949***	**3,320,000**	***79***	**277,000**	**3,597,000**	***8%***

As shown in Table 5, the Plan envisions that the majority of new floor area will be residential, with a modest amount of new non-residential uses developed to serve Plan Area residents, visitors, and the broader community. The City envisions each subarea will include pockets of non-residential uses integrated within existing and new residential developments. While a mix of land uses in each subarea is essential to create complete neighborhoods and support a car-free lifestyle, the production of residential units is the Plan's primary objective. This heavy emphasis on residential units over new commercial uses factors into consideration the fact that the Plan Area is within walking distance of the Downtown core, the G Street commercial corridor, several grocery stores, and dozens of existing businesses, all of which can serve the new residents of the Plan Area. If a surge of new residential dwelling units in the Gateway Area generates more demand for non-residential building area than these existing nearby commercial areas can support, then market pressures are anticipated to naturally generate more non-residential uses in the Plan Area. This expectation of evolving market conditions and social demand to produce what is most needed within the Gateway Area is supported by the regulatory structure of this document and the emphasis on mixed uses. Note that Table 5 is builds upon and is complementary to the analysis of opportunity site presented in Table 4: Primary Opportunity Sites.



Land Use Policies

Objective: Establish an overall land use arrangement that promotes mixed-use, multi-story buildings with a clear emphasis on high-density housing that is equitable, environmentally sustainable, and compatible with the envisioned neighborhood character. Allow for a broad diversity of non-residential uses that support a pedestrian/bicycle-friendly environment, contribute to a car-free lifestyle, and meet the physical, social, and economic needs of residents.

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).

GA-1b. Relationship of Building Height to Open Space. Allow for buildings over four stories using community Benefits Program, but require greater percentages of Open Space to be retained at ratios set in the Form-Based Code to ensure residents of high-density housing retain an excellent quality of life and easy access to high-quality open space.

GA-1c. New Non-residential Uses. 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 new 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.

GA-1d. Land Use Targets. 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.

GA-1e. Incentivize Projects that Provide Designated Community Amenities. Establish ministerial permitting options and streamlined development processes for projects that provide designated community amenities that contribute to quality of life.

GA-1f. Incentivize Mixed Use as a Community Amenity. Incentivize mixed-use projects that have a ground-floor non-residential (retail, office, light industrial, or other job-creation component) through the Gateway Area community benefit program where not otherwise required by the form-based code.

GA-1g. Form-based Design Standards. 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.

GA-1h. Relocate Existing Uses that are Incompatible with Plan Vision. Facilitate the relocation of nonconforming uses that are incompatible with the Plan Vision and explore opportunities to reduce conflicts between new and existing users (e.g. noise attenuation). 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.

GA-1i. Nonconforming Uses, Site Conditions and Structures. 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.

Land Use Programs

Imp-GA-1.1. Gateway Zoning Code. Adopt a Gateway Zoning Code as a section of the City's ~~Land Use~~ Municipal Code to implement the ~~land use policies and other~~ policies of this Plan.

Imp-GA-1.2. Relocation Assistance. Develop a formalized business relocation program that identifies funding, program requirements, and critical infrastructure for industrial users, including incompatible Industrial Limited uses and Industrial General uses. (FMC also requested this in addition to EDC)

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Key to Revisions (Font Color/Highlighting)

Proposed changes recommended by each committee are shown in underline/strikeout text with color coded committee text as follows:

Transportation Safety Committee
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
Historic Landmarks Committee
Energy Committee
Economic Development Committee
Public member/entity
Staff edits

2. COMMUNITY BENEFITS AND DEVELOPMENT STANDARDS

Overview

The Plan recognizes the community benefit of compact, thoughtful, infill development. Housing affordable to the full range of Arcatan household incomes is a community benefit. Providing vibrant city streets benefits the whole community. Avoiding sprawl, developing strong bike, pedestrian and bus networks, daylighting creeks, and protecting and enhancing wetlands and other open spaces all improve quality of life for community members. While the Plan provides these core amenities through its implementation, incentives offered through the plan will encourage developers to provide additional amenities.

Regulatory Framework for Community Benefit Program

The community benefits program requires applicants to incorporate designated community amenities (a.k.a. "community benefits") into proposed development projects in exchange for a streamlined, by-right approval process and increased development potential. This program is intended to facilitate the production of new multifamily and mixed-use residential development with amenities that benefit the general public. Amenities have been specifically targeted for the opportunities in the Plan Area.

Multifamily and mixed-use residential projects throughout the Gateway Area are eligible for participation in the Community Benefits Program. To be eligible for incentives, a project must meet specified architectural standards, meet a minimum density requirement, and include a specified percent of affordable units.

The Gateway Zoning Code, the regulatory document that implements this Plan, identifies specific benefits available to qualify for increased development intensity and ministerial approval. The benefits address the categories outlined below in Table 6.

Table 6: Categories of Community Amenities

Housing Creation	Rapid production of new housing, high-density housing, small units (which are naturally more affordable), multi-bedroom units for families, owner-occupied multi-family development, single-room occupancy, preservation of existing affordable housing, creation of new deed-restricted affordable housing, and related amenities that create valued forms of housing.
Arts and Culture	Public art, murals, pedestals for sculptures, performing arts spaces, arts/culture fee program, artist live-work housing, and related amenities that facilitate the inclusion of arts/culture into development projects.
Open Space	Creek daylighting, dedicated open space, open space fee program, community gardens, and related amenities that support trees, landscaped areas, open space, and public-use areas.
Green Building and Sustainability	LEED Platinum certification (or built to LEED standards), mass timber construction, renewable energy generation, contamination remediation, street trees, rainwater management, light pollution reduction, and related amenities that reduce energy use, reduce carbon output, or facilitate a more sustainable environment.
Active and Alternative Transportation	Electric vehicle charging stations, employee showers, on-site bike parking, bus passes for residents, dedication of parcel frontage to transportation uses, utility undergrounding, and related amenities that stimulate non-motorized and zero-carbon transportation options.
Enhanced Architectural Features and Exterior Design	Roof form variation, detail, and ornamentation; horizontal articulation; cantilevered upper floors; green roofs, rooftop gardens or social space; and related amenities that enhance the quality and appearance of buildings.
Retail and Job Creation	Ground-floor retail, outdoor dining, rooftop dining, job creation including office and light industrial uses, and related amenities that generate desired non-residential uses; include maker spaces and co-working.

The City may grant incentives only when the community benefits or amenities offered are not otherwise required by the Zoning Ordinance or any other provision of local, state, or federal law.

The community benefits program utilizes a tiered incentives system where projects that provide higher levels of community benefits are permitted greater intensity. As shown in Table 7 and Image 2, projects not directly required to provide community benefits (Base Tier) have the lowest level of allowed intensity and are required to comply with discretionary processes that may require conditions of approval. The additional voluntary bonus tiers each allow increasingly higher levels of intensity and each require community benefits, though none require discretionary processes.

Table 7: Development Standards for Base Level Projects and Community Benefit Projects

	Base Tier	Community Benefits Bonus Tier 1	Community Benefits Bonus Tier 2	Community Benefits Bonus Tier 3	Community Benefits Bonus Tier 4
LAND USE DESIGNATIONS					
Gateway Barrel District (G-B)	Optional	Optional	Optional	Optional	Optional
Gateway Hub (G-H)	Optional	Optional	Optional	Optional	Not permitted
Gateway Corridor (G-C)	Optional	Optional	Optional	Not permitted	Not permitted
Gateway Neighborhood (G-N)	Optional	Optional	Not permitted	Not permitted	Not permitted
DEVELOPMENT STANDARDS					
Minimum residential density (du/ac)[1, 2]	18	27	35	44	53
Maximum residential density (du/ac)[3]	NA	NA	NA	NA	NA
Building Height, Maximum Height	50	60	70	80	90
Building Height, Maximum Stories	4	5	6	7	8
Building Height, Minimum Stories[2]	2	2	3	3	3
Baseline Architectural Standards[4]	Required	Required	Required	Required	Required
Community Benefits	**Conditioned[5]**	**Required[6]**	**Required[6]**	**Required[6]**	**Required[6]**
Conditional Use Permit	Required	Not Required	Not Required	Not Required	Not Required
Design Review approval	Required	Not Required	Not Required	Not Required	Not Required
Other committee approvals	TBD[7]	Not Required[8]	Not Required[8]	Not Required[8]	Not Required[8]

Notes

1. *Projects that do not provide the designated minimum residential density will need to obtain a use permit demonstrating projects support Gateway Area vision and objectives. For details, see Gateway Zoning Code.*
2. *Some use types (such as theaters) are exempt from minimum density requirements and minimum story requirements. Also exempt from minimum density requirements and minimum story requirements are some building types (such as historically significant structures and the adaptive reuse of existing buildings). For details, see Gateway Zoning Code.*
3. *The maximum number of residential units for any project will be determined through other development standards, such as building height, setbacks, and Building Code requirements for minimum unit size.*
4. *Determined by applicable zone district. See Gateway Zoning Code.*
5. *Community benefits are not necessarily required but may be required as Conditions of Approval issued through discretionary processes, which may be required as determined by Gateway Zoning Code. The number of committees that must issue approvals will vary depending on applicable zone district and project type.*
6. *Required community benefits determined by applicable zone district. See Gateway Zoning Code.*
7. *Projects within the Base Tier may be required to receive approval from one or more discretionary City committees and may be subject to committee-issued conditions of approval. Requirements to receive approval from City committees will vary depending on location and project type. See Gateway Zoning Code to determine if any discretionary committee approvals are required.*
8. *Projects that qualify for any of the Community Benefit Bonus Tiers are not required to receive approval from any City committees and are not subject to any conditions of approval issued by any City committees.*

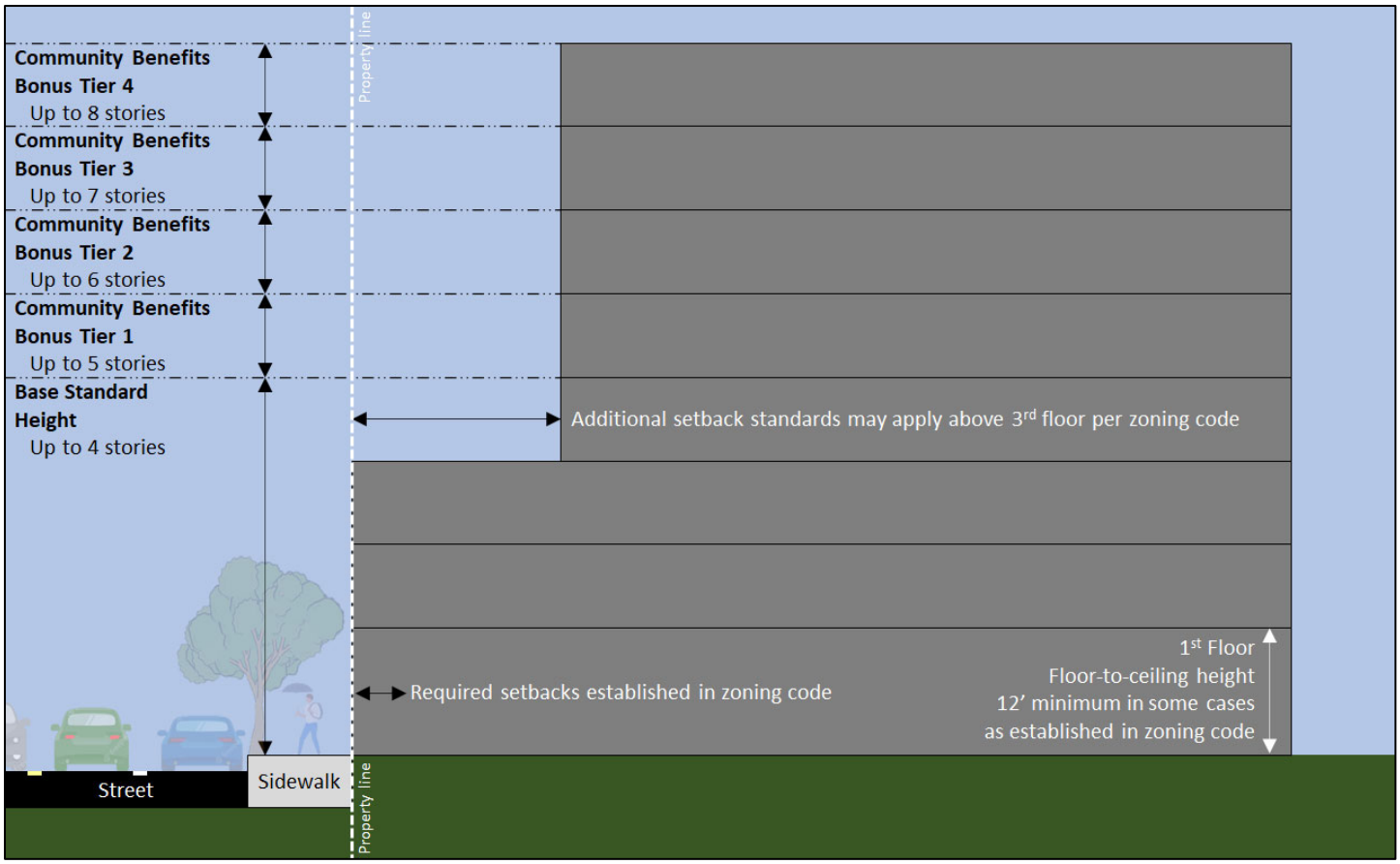


Image 2: Building Height Standards and Community Benefit Program Bonus Tiers

Key to Revisions (Font Color/Highlighting)

Proposed changes recommended by each committee are shown in underline/strikeout text with color coded committee text as follows:

Transportation Safety Committee
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
Historic Landmarks Committee
Energy Committee
Economic Development Committee
Public member/entity
Staff edits

Community Benefit Policies

Objective: Identify a range of supplemental community amenities that a development project could include but that is not inherently required (such as electric vehicle charging stations, affordable-by-design studio apartments, and murals). Ensure that these amenities improve the quality of life for community members. Allow applicants to incorporate such community benefits into proposed development projects in exchange for a streamlined, by-right approval process and increased development potential consistent with Table 6, Table 7, and Image 2.

GA-2a. Base Standards and Bonus Tier Standards. 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.

GA-2b. By-Right Approval. Allow development projects participating in the community benefits program with by-right approvals when the project conforms to all applicable standards and design guidance.

GA-2c. Require Residential Uses for Bonus Tiers. To promote housing production, limit participation in community benefits program to projects that include a minimum standard of residential units.

GA-2d. Choice of Benefits. Allow applicant to select community benefits from a menu of available options. The Form-Based Code will reflect the community's priorities among and relative value of community benefits. All b~~B~~uildings that exceed four stories must include architectural features amenities.

GA-2e. Housing Production Emphasis. Ensure that the available community benefits emphasize and support the City's goal of maximizing housing production in the Gateway Area.

GA-2f. Value of Benefits. 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.

Community Benefit Programs

Imp-GA-2.1. Create Community Benefits Program. 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.

Imp-GA-2.2. Review of Community Benefits Program. Periodically review the community benefit program in the Gateway Zoning Code and assess if revisions are needed to improve program effectiveness. This periodic evaluation is intended to allow decision makers to modify and "scale up" community benefits as state regulations change and the urgency of the climate crisis advances.



3. HOUSING

Overview

The City aims to accommodate up to 3,500 new residential units in the Gateway Area, provided primarily through high-density multifamily, townhouses, lofts, work-live units, quads, small space clustered units, and mixed-use development. New housing will feature a range of unit sizes, a mix of renter and owner-occupied units, and housing choices available for students and lower-income households. Infill development to meet the City's housing and economic development needs fulfills other General Plan Elements goals, including Open Space, Recreation, Circulation, and the adaptation goals in the Local Coastal Element. But this Plan is critical tool implementing the Housing Element, which identifies infill redevelopment as vital to the City's sustainable growth and development.

Housing Policies

Objective: The City's housing development is regulated by the State of California through the City's adopted housing element, which is updated every eight years. The last three cycles have consistently included policies to encourage efficient growth patterns, including policies supporting mixed use and infill development projects near jobs and transit. This plan delivers on previous implementation measures by creating a new and targeted focus on high density residential projects within the Gateway Area. To implement the Housing Element, substantially increase the volume and variety of housing in the Plan Area by transitioning from the current patchwork light-industrial development pattern to a denser, more cohesive mixed-use and high-density residential pattern. Plan accordingly in recognition that the Gateway Plan Area has by far the best potential to create a volume of new housing when compared to all the other priority infill areas identified in the Housing Element. The City also acknowledges that the Plan Area has the greatest potential to accommodate a much-needed increase in the diversity of housing types.

GA-3a. **New Units.** Plan for ~~an approximate maximum of 3,~~ approximately 500 new residential units in the Gateway Area in the next 20 years, recognizing the full buildout potential in the Area is close to 3,500 units, as shown in Table 5.

GA-3b. **No Maximum Residential Density.** 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.

GA-3c. **Minimum Residential Density.** 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.

GA-3d. **Range of Unit Sizes.** Encourage a range of unit sizes, from micro-units (200 square feet or minimum per building standard) to units with three or more bedrooms.

GA-3e. **Student Housing.** Encourage new low-cost housing for students, including single room occupancy housing, group living accommodations, and micro-units.

GA-3f. **Multiple Strategies to Promote Affordability.** Employ multiple strategies to promote the creation of affordable housing, including rent-restricted units affordable to middle and lower-income households, smaller units that are affordable-by-design ~~studios~~, alternative ownership models including limited equity housing cooperatives, student housing, deed-restricted owner-occupied ~~affordable~~ housing affordable to middle and lower-income households, single room occupancies, and housing for low-income families.

GA-3g. **Mixed-Tenure.** Encourage a mix of both owner-occupied and rental housing.

GA-3h. Mixed-Income Neighborhoods. 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.

GA-3i. Owner-Occupied Affordable Housing as a Community Amenity. Encourage new home ownership opportunities affordable to households of all income levels. Include deed-restricted affordable opportunities for low- and moderate-income households. Encourage a range of ownership opportunities including condominiums, townhouses, and other alternative ownership models. ~~for lower-income households including through condominium projects (e.g., deed-restricted owner-occupied condominium units and for-sale micro units)~~ Provide strong incentives through community benefits program for owner occupancy.

GA-3j. Incentivize Residential Density as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide residential densities above established minimums.

GA-3k. Incentivize Affordable Housing as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide deed-restricted affordable units ~~residential densities~~ above established inclusionary zoning minimums.

GA-3l. Incentivize Adaptable Design. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide fully accessible or "adaptably designed" units to facilitate the conversion to housing accessible for people with disabilities or general frailty.

GA-3m. Residential Relocation ~~Displacement~~. In addition to relocation support encoded in state law, **s**upport the re-housing of existing residents displaced by the redevelopment of properties containing existing ~~dwelling units~~ residential uses**.**

GA-3n. Racial Equity and Housing Partner Collaborations. Continue to collaborate with community housing partners that work to promote racial equity and anti-discrimination in housing for both ownership and rental opportunities within the Gateway Area.

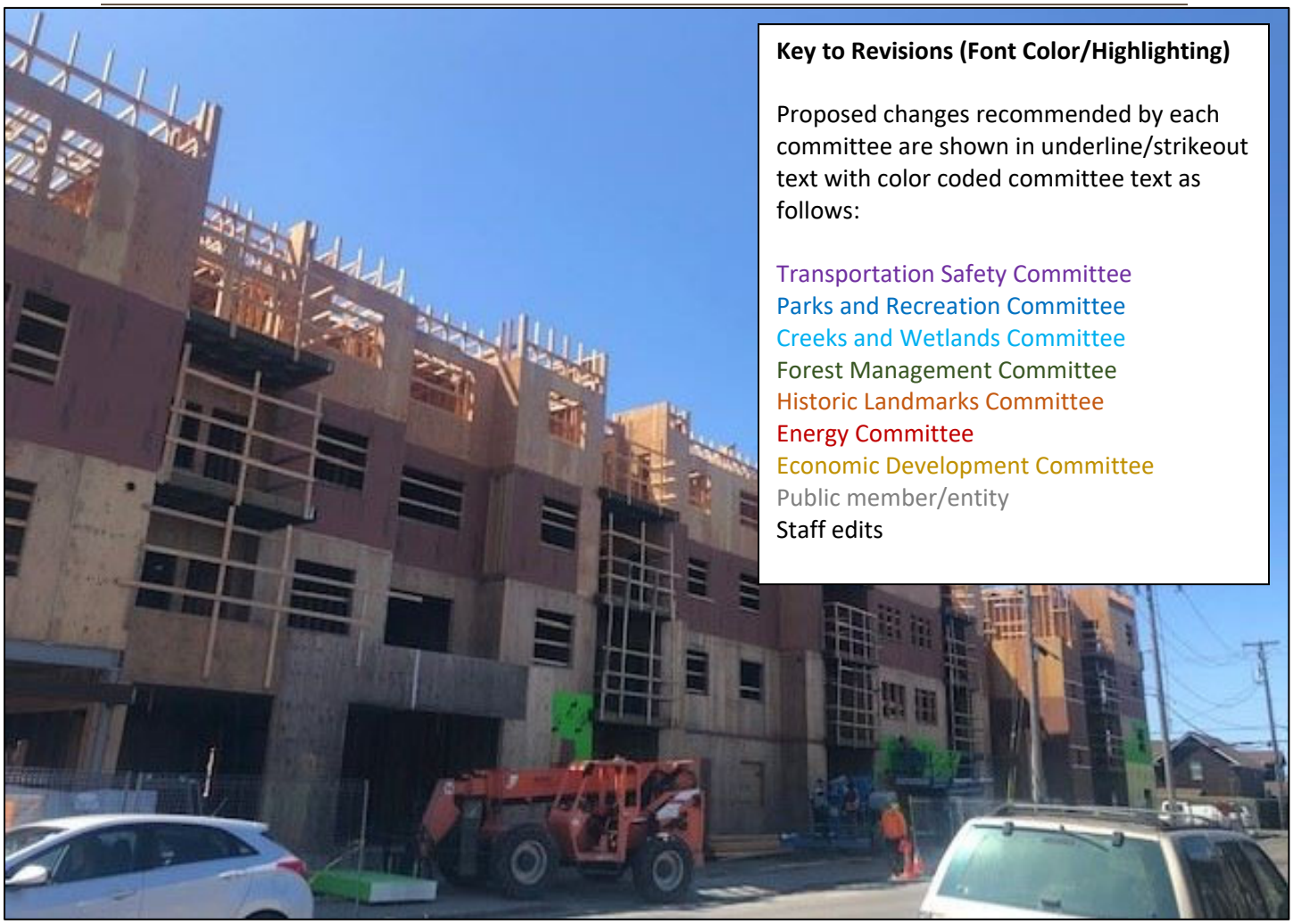
GA-3o. Partnerships with the Wiyot Tribes. Seek partnerships with the Wiyot Tribes to support housing projects

Housing Implementation Programs

Imp-GA-3.1. Housing Monitoring. 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 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.

Imp-GA-3.2. Resident Relocation Assistance. Establish a program to require developers to assist with the re-housing of low-income residents displaced from their housing as a result of a redevelopment project. Seek funding through a combination of state and federal sources, and partner with nonprofit entities such as Housing Humboldt. Require private financing to contribute to ensure relocation program is fully and sustainably funded.

Imp-GA-3.3. Business Relocation Program. Establish a relocation program to support businesses displaced by redevelopment in the Gateway Area. Program funding should be through a combination of private and public sources. The program should use both City owned and privately owned property to retain businesses within the City limits.



Key to Revisions (Font Color/Highlighting)

Proposed changes recommended by each committee are shown in underline/strikeout text with color coded committee text as follows:

Transportation Safety Committee
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
Historic Landmarks Committee
Energy Committee
Economic Development Committee
Public member/entity
Staff edits

4. EMPLOYMENT

Overview

As reflected in Table 5, the City envisions the majority of new development in the Gateway Area to be residential. However, to provide for complete neighborhoods and support a car-free lifestyle, some additional non-residential development is desired. Non-residential land uses will include retail, personal services (e.g., hair salons and tattoo studios), restaurants, professional offices, hotels, light manufacturing, and arts and entertainment uses. Non-residential uses not only serve residents but also provide new employment opportunities and enhance the City's economic vitality.

Employment Policies

Objective: Provide for uses that retain and generate jobs.

GA-4a. Type of Non-Residential Uses. Allow employment-focused uses (e.g., professional office, Research & Development facilities) as well as resident-serving commercial uses. Encourage tech and other digital careers by incentivizing co-workspaces and business incubators through Community Benefits Program.

GA-4b. Incentivize Designated Forms of Retail Spaces and Job Creation Uses as a Community Amenity. 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.

GA-4c. Amount of Non-Residential Uses. Aim to achieve new non-residential development in the Plan Area in the amounts shown in Table 5 (Land Use Mix).



5. ARTS AND CULTURE

Overview

The Gateway Area is envisioned to be a center for arts and culture anchored by the historic Creamery Building and the thriving Creamery District, both of which are contained entirely within the Gateway Area. New and expanded arts and entertainment uses will promote district vitality, generate economic activity, and enhance the quality-of-life for district residents and the community at large.

Arts and Culture Policies

Objective: Honor the Creamery District's well-established entrepreneurial spirit and powerful identity that has been nurtured and organically cultured for years. Incentivize the integration of all forms of art into new development, including murals, sculptures, performing art spaces, and anything that is funky, eye-catching, or creative. Also identify opportunities to integrate arts and culture into streetscape designs and open space plans. In addition to being a place where people live and work, facilitate growth and development so that the Plan Area evolves into an arts and culture entertainment destination.

GA-5a. Arts and Entertainment Uses. 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).

GA-5b. Creamery District. Continue to use existing placemaking and naming of the Creamery District in City mapping.

GA-5c. Incentivize the Arts as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide amenities that supports the arts and area artists, such as murals on building exteriors, art installations in public-facing locations, and outdoor pedestals for sculptures. Arts-related community amenities shall be informed by consultation with Arcata's Local Arts Agency as well as other arts and equity-related stakeholders as determined appropriate by staff (e.g. equity Arcata "Just Arts" group, Cal Poly stakeholders, etc.).

GA-5d. Incentivize Artist Housing and Cultural Spaces as ~~a~~ Community Amenities~~y~~. 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. Encourage efforts to create a Native Arts and Cultural Space within the Gateway Area boundary.

GA-5e. Outdoor Spaces. 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.

GA-5f. Temporary Events. Support formal and informal temporary artistic and cultural events.

GA-5g. Adaptive Reuse for the Arts. Support the adaptive reuse of existing buildings for artistic purposes.

GA-5h. Public Art. 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.



6. OPEN SPACE AND CONSERVATION

Overview

The Plan Area currently contains no public parks, recreational facilities, or publicly accessible open spaces, other than the Rail-to-Trail project along L Street. However, as shown in Figure 5, there are several parks and recreational facilities within walking distance in the neighborhoods surrounding the Plan Area. Arcata Plaza is just three blocks from the eastern Plan boundary. Shay Park and Stewart Park are north of the Plan Area, and the Janes Creek Linear Park is west of the Plan Area. South of Samoa Boulevard is the Arcata Marsh and Wildlife Sanctuary.

Figure 6 shows the existing extents of open creek channels within and near the Plan Area. As shown, many segments of the creeks are underground in engineered conveyances. Jolly Giant Creek runs through the Plan Area, which is classified as a Class 1 (fish-bearing) stream in the General Plan Resource Conservation and Management Element. The creek is mostly culverted or covered south of 11th Street and north of 5th Street.

This document envisions a significantly enhanced and upgraded open space network throughout the Plan Area, including linear parks and privately-owned public spaces that fit within the envisioned streetscape. This new network of Open Spaces is intended to complement and counterbalance the residential and mixed-use growth planned for the Area by providing natural habitat, recreation opportunities, aesthetic enhancements, and harmonization with the built environment.



Key to Revisions (Font Color/Highlighting)

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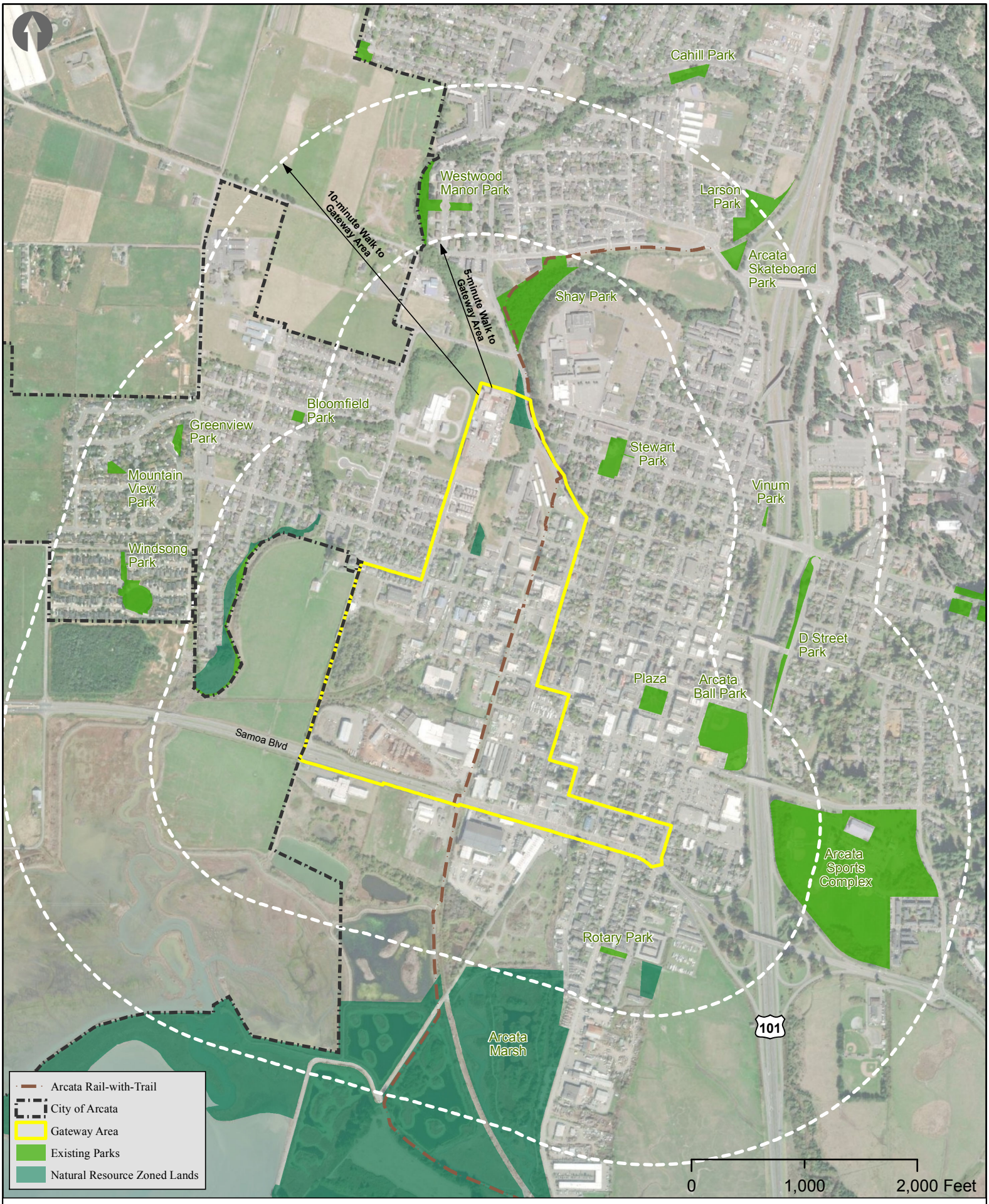


Figure 5: Existing Parks and Recreational Facilities

Created by Planwest Partners
Map Date: 11/12/2021



Figure 6: Existing Creeks

Created by Planwest Partners
Map Date: 11/12/2021

Regulatory Framework for Open Space and Conservation

The Gateway Zoning Code, the regulatory document that implements this Plan, identifies specific regulatory requirements for open space and conservation in line with the framework established in this Chapter. The City envisions a system of open spaces connected by streets, greenways, and paths throughout the Gateway Area. Open spaces will provide a variety of interesting areas that enhance community interaction and foster the area's urban environment. These spaces will promote public gathering, enjoyment, and active and passive use by a broad range of the community.

Figure 7 shows a conceptual open space network to guides the general location and character of new open spaces in the Plan Area. Table 8 describes the envisioned types of open spaces to be provided. These open spaces, including new privately-owned publicly accessible open spaces, linear parks, and a public square, will be integrated into new development to support active public spaces and a pedestrian-friendly environment.

The City's goal is to provide a park, high-quality trail, or open space within 200 yards of every residential unit in the Plan Area. It is anticipated that City Park in-lieu fees collected from residential development in the area will be sufficient for purchase and at least partial development of new parkland facilities. The City will enhance connections to parks and open space destinations near to the Plan area, such as Arcata Plaza, Shay Park, and Arcata Marsh, to leverage these amenities for the use and enjoyment of residents, community, and visitors. This Plan aims to provide open space amenities to residents in a cost-effective manner that does not create a significant new unfunded maintenance burden for City staff.

Publicly-accessible open spaces will be integrated with the protection and preservation of natural resources. New linear parks will be provided adjacent to daylighted and restored segments of the Jolly Giant Creek. Walking trails and other passive recreational activities will be provided in and around protected wetland areas. The Gateway Area Plan envisions developing existing low resource value vacant land to permanently protect high-value natural resources and create high-quality open space amenities for residents.

Table 8: Open Space Categories and Characteristics

TYPE	DESCRIPTION	LOCATION	SIZE	CHARACTERISTICS
Community Square (may be named "Barrel Square")	Outdoor public gathering place; New focal point for civic use social interaction serving residents and workers.	Southwest Industrial Area (precise location to be determined in future with development agreement or similar documentation between property owner and City).	0.5 to 1.6+ acres	Framed by buildings with active ground-floor uses. The adjacent streetscapes with tree-lined streets, wide sidewalks, and active frontages with a retail focus. Designed to maximize sunlight and public access. May include retail, outdoor dining, and entertainment uses to generate lively pedestrian activity throughout the day and evening. Designed to accommodate community gatherings and events. Provides programming, such as farmers' markets, food trucks, movies, and art exhibitions. Includes seating, site furnishings, and related elements (such as landmarks, public art, and other unique features) to encourage gathering and socializing. Encourage the incorporation of compatible active recreation amenities (bocce, swings, etc.)
Linear Park with Daylighted Creek	Linear space for community gathering, strolling, and access to nature; green connector between destinations. Rail-trail projects will be used for daily commuting.	Jolly Giant corridors currently undeveloped or suitable for daylighting. May also include railroad rights-of-way, unutilized City-owned public rights-of-way, and parcels dedicated as floodways.	ROW widths or 15 ft. min width from edge of riparian setback	Riparian habitat and natural resource protection with space for active and passive recreation. Supports trail-oriented activities, including walking, jogging, biking as well as daily commuting via trail. May incorporate smaller scale neighborhood park amenities, such as play areas, picnic areas, or exercise trails. Provides wildlife corridors and opportunities for non-motorized transportation.
Privately-Owned, Publicly-Accessible Open Space	On-site publicly-accessible open spaces under private ownership provided as part of new development.	South of 10th Street and west of K Street; specific locations determined during project approval locations near housing, neighborhood commercial uses, major street corridors, and public paths are prioritized.	200 to 5,000 sq. ft.	Small plazas, landscaped areas and public art installations. Small-scale, open space available for civic purposes and commercial, intended as intimate spaces for seating or dining. Can also be used to create a formal space in front of a prominent building entrance. Encourage the development of publicly-accessible active recreation amenities (bocce, pickleball, basketball, tot lot, etc.) and areas designed play areas for young children.

Passive Open Space	Undeveloped lands left in a natural state for conservation or outdoor recreation.	Existing protected wetlands and riparian areas throughout Gateway Area, both public and private.	0.1 to 5.0 acres	Protect and manage unique or significant natural features, such as rivers and streams, wetlands and marshes, environmentally sensitive areas, and wildlife habitats. May allow for wildlife viewing, environmental interpretation and education, and nature photography.

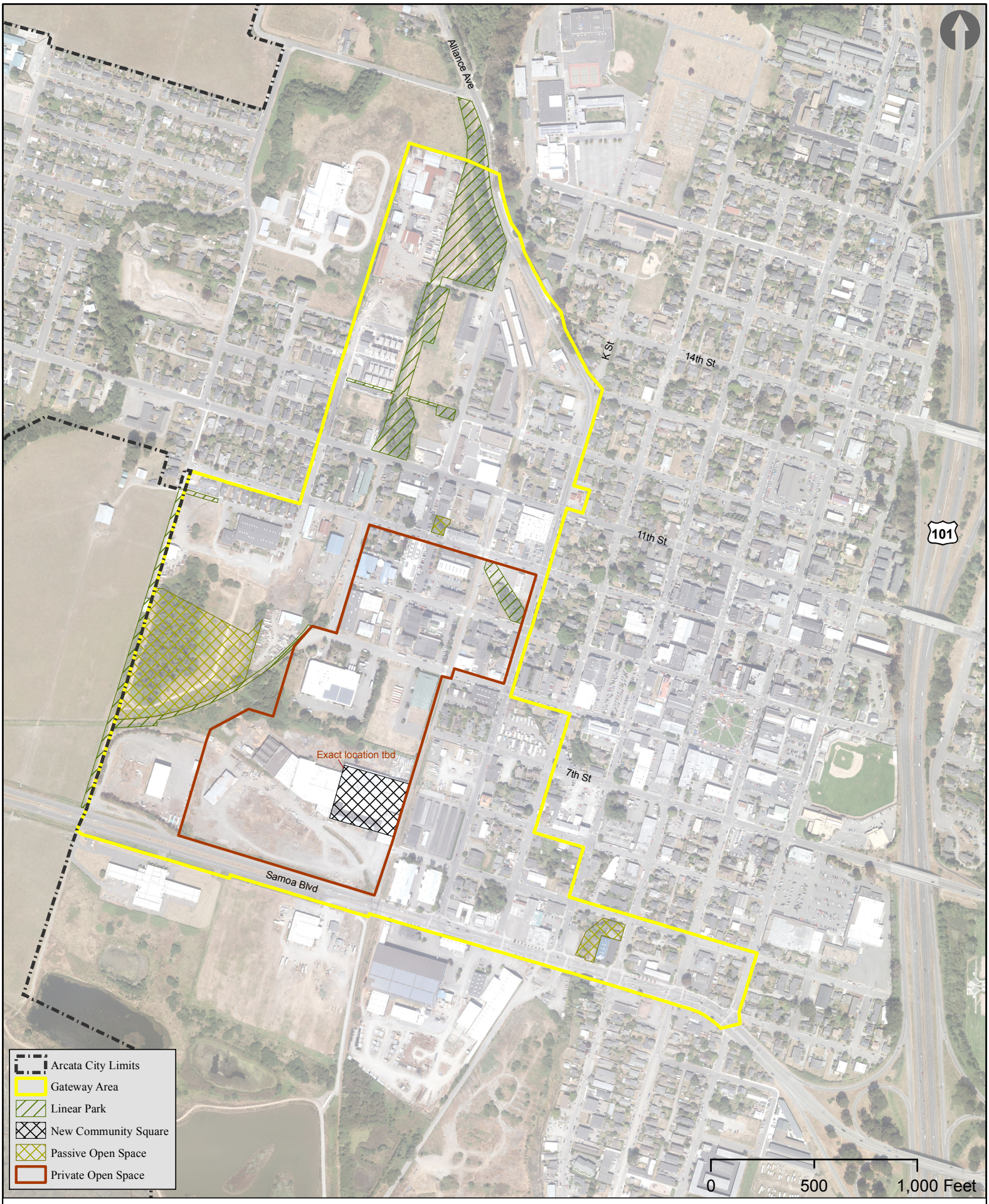


Figure 7: Conceptual Open Space Plan

Created by Planwest Partners
Map Date: 11/12/2021

Open Space and Conservation Policies

Objective: Establish an urban environment that enhances and complements stormwater management and the open space environment. ~~open space system along streets and paths that enhance community interaction and compliment the urban environment.~~ Promote public gathering, enjoyment, and active and passive use by a broad range of the community.

GA-6a. Open Space Concept. 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. The City shall actively encourage neighboring property owners to partner to develop Open Space over multiple sites.

GA-6b. Diversity of Open Space Types. Provide for a range of open space types, including urban plazas, pocket parks, linear parks adjacent to creeks, natural open spaces.

GA-6c. Range of Activities. Accommodate within open spaces a range of activities for all ages and abilities including sitting, walking, gathering, gardening, play and contemplation. Encourage and incentivize opportunities for active recreation (e.g., bocce, basketball, pickleball, etc.) within the Gateway Area boundary.

GA-6d. Design Quality. Ensure that accessible open spaces are visually inviting, safe and interesting. Encourage the development of universally designed park space, creating greater accessibility for the public than required under the Americans with Disabilities Act (ADA).

GA-6e. Privately-owned Publicly Accessible Open Spaces. Establish a series of privately-owned publicly accessible open spaces in the central area shown in Figure ~~X~~7. 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).

d. Adequately maintained for public access and safety.

GA-6f. Linear Park with Daylighted Creek. Establish a linear park with passive recreational amenities adjacent to daylighted and restored segments of ~~the~~ Jolly Giant Creek.

GA-6g. Bike/ped Connections. 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-6h. Public Plaza in Southwest Industrial Area. Establish a new public open space or plaza in the Barrel District that functions as a vibrant, pedestrian-scale open space serving both as a neighborhood gathering space and a regional draw. ~~is more than just a green area~~ Design a space of similar size and quality to, but ~~that is also~~ entirely distinctive from, the existing Arcata Plaza.

GA-6i. Enhanced Rail-Trail. Could include new recreational amenities and stormwater management within and adjacent to the rail-trail.

GA-6j. Vacant/Underutilized Land Development. 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~~.

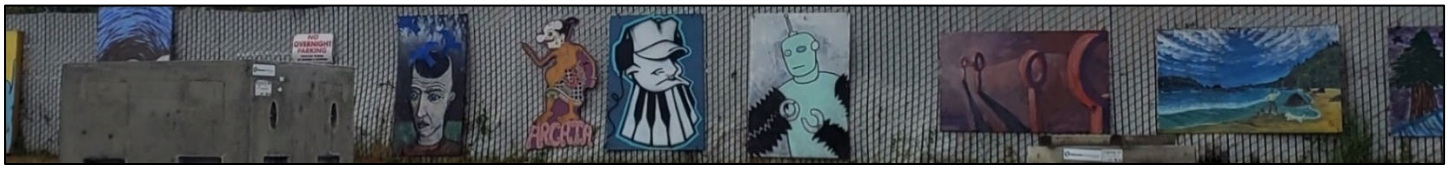
GA-6k. Wetland Areas. Maintain a no net loss standard but allow for passive recreational uses within and around wetland area in southwestern Gateway Area. Provide for bicycle and pedestrian connections to this area from other Plan Area locations. Enhance and restore wetland functions where feasible. Use mitigation and restoration together to consolidate scattered low-quality wetlands into larger higher quality wetland complexes through the Community Benefits Program.

GA-6l. Jolly Giant Creek. 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. Consider

additional opportunities for daylighting Jolly Giant Creek, especially along 10th Street, including bridges, road closures, and other alternatives to expose more open creek miles.

GA-6m. Incentivize Privately-Owned Open Spaces as a Community Amenity. Utilize the community benefit program to incentivize the creation of new privately-owned, publicly-accessible open spaces in the Plan Area.

GA-6n. Explore Tribal Partnerships in Restoration Project Planning. Explore opportunities for partnerships with the Wiyot Tribe and other Wiyot-Area Tribes when pursuing funding for habitat restoration within the Gateway Area, and seek guidance from appropriate Tribal representatives as part of the habitat restoration planning process.



Open Space Programs

Imp-GA-6.1. ~~**Parkland Dedications and Fees.** 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. Open Space Concept Diagram Revisions. 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 and to ensure diversity/non-redundancy of open space types.

Imp-GA-6.3. **Public Open Space Acquisition Program.** Seek to secure publicly accessible Open Space within the Gateway Area Boundary, both by easement and fee title, with an emphasis on acquiring lands for a publicly accessible open space in the Southwest Plan Area. Identify, develop, and prioritize parkland and Open Space projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved parkland facilities.

Imp-GA-6.4. **Open Space Habitat Map and Potential Project List.** Develop a map and Potential Restoration Projects List of the Gateway Area. The Open Space Map should catalogue existing Open Space as either high- or low-quality resource value, with the intent of permanently protecting high resource value open space, while developing areas with lower-quality resource value. The map should build upon previous restoration efforts and existing creeks/culverts maps. Use this map to identify parcel-specific community amenity opportunities, as appropriate (e.g. creek daylighting)



Key to Revisions (Font Color/Highlighting)

Proposed changes recommended by each committee are shown in underline/strikeout text with color coded committee text as follows:

Transportation Safety Committee
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
Historic Landmarks Committee
Energy Committee
Economic Development Committee
Public member/entity
Staff edits

7. MOBILITY

Overview

Setting the Tone for the Built Environment

In the simplest sense, mobility is the movement of people and goods in a multi-modal circulation system for passenger vehicles, delivery trucks, public transit vehicles, pedestrians, bicycles, and other non-motorized modes of travel, as well as the facilities for parking and storing all forms of vehicles. On a deeper level, mobility infrastructure is a public good and the foundation of the built environment. The dimensions, styles, and designs of streets and sidewalks set the tone for the Plan Area's architecture and building forms, determine the viability of commercial businesses, and fundamentally shape residents' quality-of-life. In other words, a safe, accessible, and efficient mobility network is crucial to the overall Plan vision.

Accommodating Planned Growth

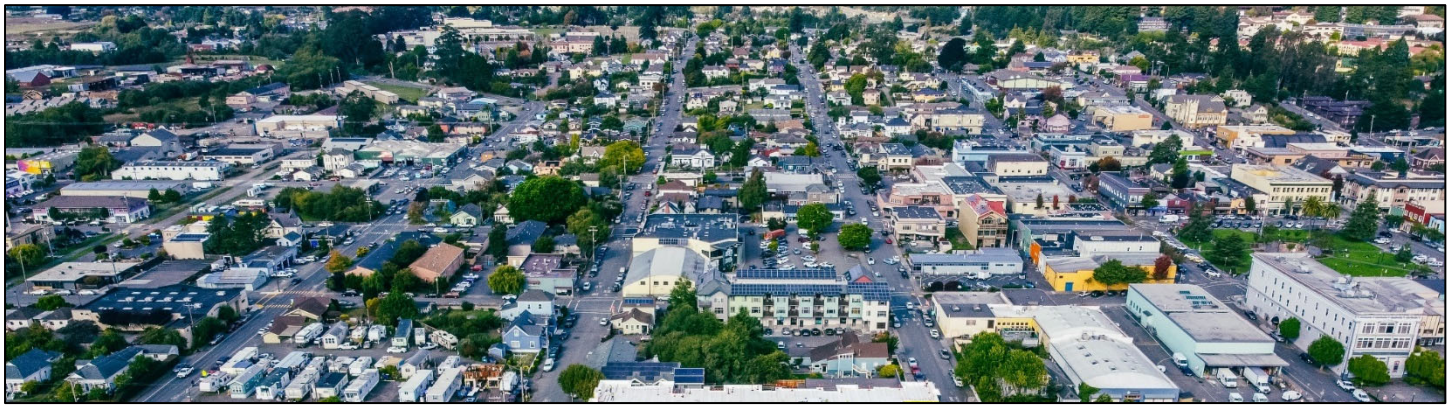
The Plan Area's mobility infrastructure must be sufficient to accommodate the travel volumes associated with planned growth outlined in the Policy sections above. Ultimately, the new circulation system must accommodate up to 3,500 new residential units as well as a substantial number of new commercial businesses, while still supporting a robust network of bicycle pedestrian and transit infrastructure to ensure all transportation modes remain comfortable, convenient, safe, and attractive to residents, workers, students, and visitors.

Options for a Car-free Lifestyle

While much of the Plan Area is currently motorized-vehicle-dependent, this section outlines strategies that seek to increase safe access to bicycling, walking, and transit. As stated repeatedly throughout this document, the Gateway Area is envisioned to be a sustainable neighborhood in which residents have the option to live car-free without sacrificing safety or convenience. To do this, transportation needs must be fully met via transit, pedestrian, and bicycle infrastructure that connects seamlessly to all other City destinations. This has the subsequent benefit of supporting the City's goals of reducing greenhouse gas emissions and vehicle miles traveled (VMT).

Level of Detail for Mobility Planning

Planning mobility infrastructure that connects the built environment, accommodates planned growth, and allows for a car-free lifestyle requires more detail than planning for the rest of the built environment. While the City establishes the required architectural standards for buildings, private developers ultimately design and construct each individual structure. Mobility infrastructure, on the other hand, must be envisioned, designed, constructed, and maintained entirely by the City. In addition, while individual buildings are typically designed and constructed one-at-a-time, transportation facilities must be addressed across large portions of the Plan Area, often spanning dozens of consecutive blocks. Accordingly, this Plan provides detailed concepts for the future mobility network to support the City's overall vision for the future of the Gateway Area.

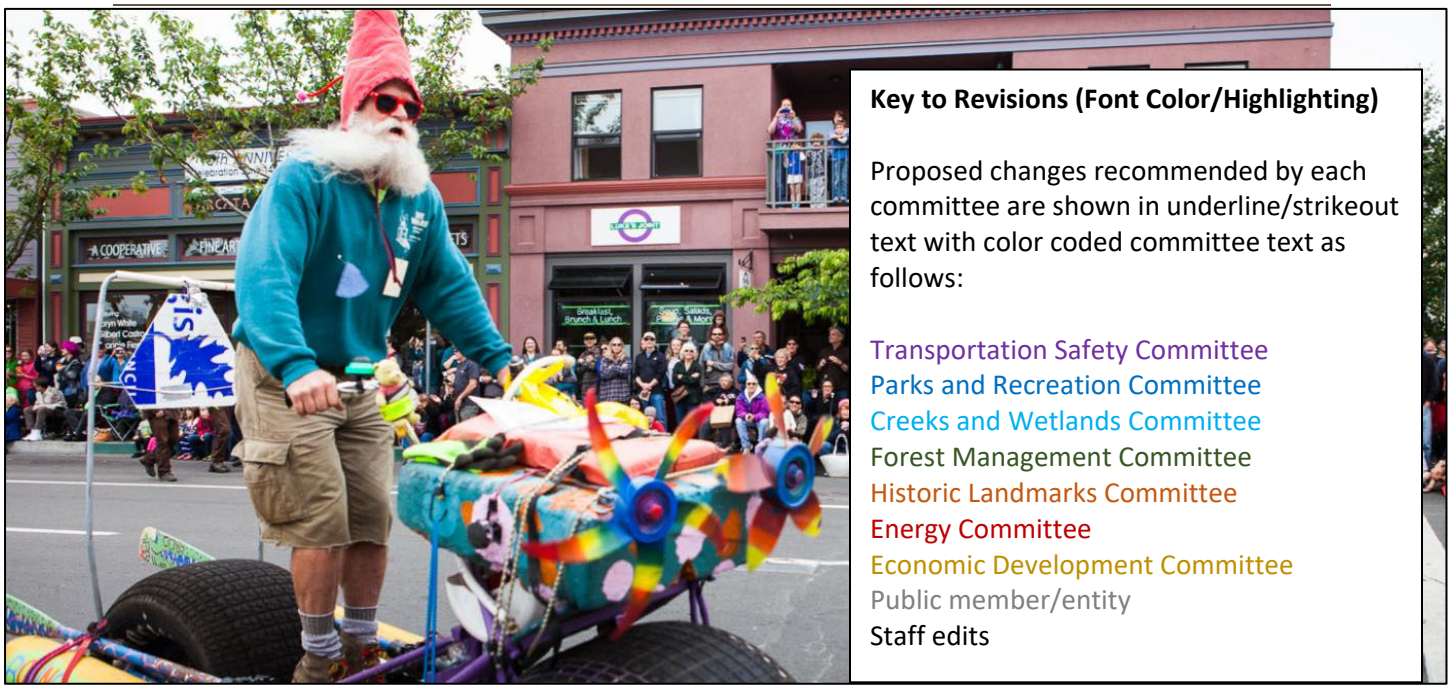


Mobility Strategy

Upholding the Area Plan's Vision Statement, the Plan Area will have a realigned roadway network that supports more efficient vehicular travel patterns while expanding from and connecting to bicycle and pedestrian facilities than currently exist. Figure 8 and Figure 9 outline a vision for the future circulation system that incorporates existing and new one-way couplets for vehicular traffic, expands bicycle and pedestrian facilities, and extends a new Class I trail through the Gateway Area. The concepts are reviewed in more detail in the *Mobility Concepts* section following the figures.

As shown in Figure 8, K Street is converted to a single-lane one-way northbound roadway. The conversion of K Street from a two-way to one-way roadway allows a reduction in the paved area dedicated to vehicular traffic, incorporating minimum six-foot sidewalks, a Class IV separated bikeway, and turn pockets at intersections, where determined necessary. L Street is constructed as a southbound companion to the new one-way K Street. The current Class I trail on the L Street alignment is retained but shifted to be adjacent to the roadway with a landscaped buffer separating the Class I trail from the roadway, and maintains bidirectional travel for bicyclists throughout the Gateway Area. The one-way couplet system will reduce conflict points at intersections by eliminating a direction of vehicular traffic entirely. The one-way couplet system will also provide acceptable vehicular operations, even as regional and local traffic volumes increase, without the need to widen existing intersections or install new intersection controls like traffic signals or roundabouts. One-way intersections with two-way and one-way streets will also benefit pedestrians and cyclists by shortening crossing distances, thus reducing exposure of vulnerable users to the impacts of vehicular traffic, from noise and odors to injuries and cardiovascular impacts.

A new Class I trail generally following the railroad right-of-way along the N Street alignment connects from Alliance Road at the north of the Plan Area to the Barrel District on the south end. Two trail connections from this new path to the west ends of 8th Street and 9th Street are also created, offering people bicycling and walking more direct access through the Gateway Area. A new Class I trail that follows the Q Street alignment south from 10th Street connects to the Barrel District and the Class I trail up to N Street, and another east/west Class I trail provides access from these two trails through the Barrel District to L Street. In addition, 8th Street and 9th Street are extended westward as an east/west couplet that terminates at N Street, expanding the circulation pattern that currently exists east of I Street. These conversions of two-way roads to single-lane one-way roads provide more space for bicycle and pedestrian facilities, allowing for pedestrian and bicycle infrastructure that fully meets the mobility needs of residents and that connects seamlessly to key destinations throughout the City.



Key to Revisions (Font Color/Highlighting)

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Transportation Safety Committee
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
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Energy Committee
Economic Development Committee
Public member/entity
Staff edits



Figure 8 Proposed Vehicular Circulation

Created by GHD
Map Date: 11/10/2021

Source: Maxar; Roads: Humboldt County; Proposed Facilities: GHD

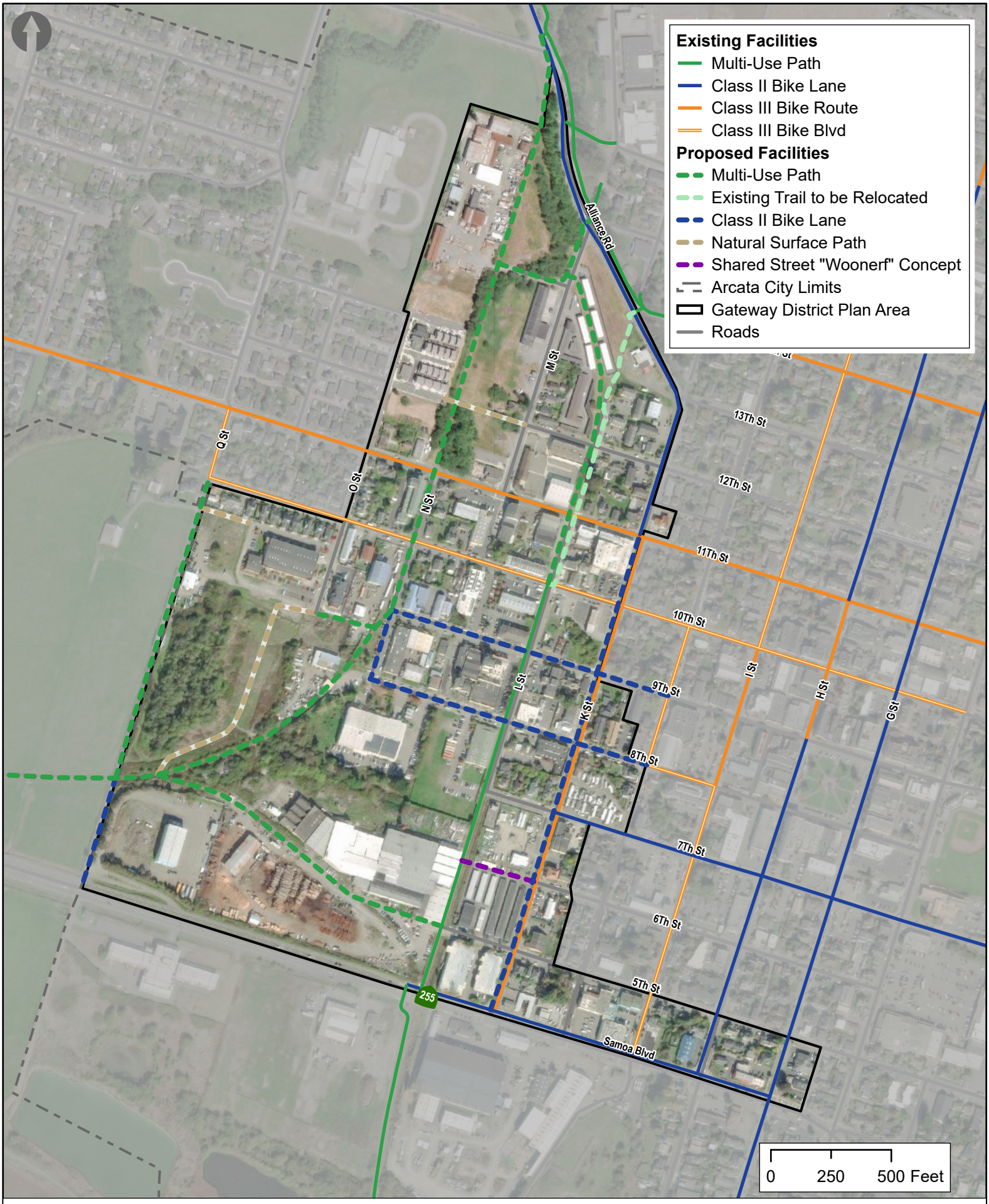


Figure 9 Proposed Active Transportation Circulation

Created by GHD
Map Date: 11/10/2021

Source: Maxar; Roads: Humboldt County; Proposed Facilities: GHD

Mobility Policies

Objective: Prepare for a substantially realigned transportation network within the Gateway Area that significantly enhances bicycle and pedestrian facilities while also creating a more efficient vehicular circulation pattern with better north-south and east-west connections for all modes of travel. Seamlessly link the Gateway Area to key destinations throughout the City via non-motorized facilities to support opportunities for a car-free lifestyle.

GA-7a. Plan the Circulation System to Accommodate Planned Growth. 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 a functioning, safe, sustainable multi-modal network. Support increased demands for all efficient forms of mobility emphasizing alternative modes ~~– vehicles, trucks, transit, bicycles, and~~ pedestrians, bicycles, and other non-motorized or shared transit options, then vehicles, and trucks, in an effort to induce demand of multimodal transit alternatives and implement transportation demand management strategies, in keeping with Citywide Circulation Element policies (see also, GA-8a).

GA-7b. Design Mobility System per Plan Figures. 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, and at well-traveled pedestrian boulevards to ensure a clear path of travel. Adjusting sidewalk widths to will necessitate adjustments to the dimensions of other features, such as drive lanes, parking lanes, bike lanes, outdoor seating, street furniture, and the like. 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. Seek opportunities in public rights-of-way to daylight creeks using bridges when reconstructing bike/bed infrastructure.

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.

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.

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, Federal Highway Administration, American Association of State Highway and Transportation Officials, National Association of City Transportation Officials, and other reliable sources.

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~~.~~ , and Plan principles.

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.

j. The final design of transportation facilities within the Barrel District may change substantially, but should follow the parameters outlined in Policies GA-7e and GA-7f.

k. Emphasize Class IV bike lanes where greatest benefit, and not in conflict with other community values or amenities where warranted.

l. Where available, pursue Opportunities for "green streets" infrastructure in streets/public right of ways, and provide for storm water features off-site (i.e., "storm water banks"). Consider opportunities to improve storm water drainage for the Jolly Giant Creek watershed.

m. Throughout the Plan area, design sidewalks and street crossings for maximum accessibility. Accessibility features may include but are not limited to: widening sidewalks, requiring high-visibility/striped crosswalks, installing bulb-outs, pedestrian activated crossing signals, and aligning ramps with path-of-travel.

n. Create separated walk/bike lanes in multi-use trails with explanatory signage on placement and how to safely pass, as deemed necessary based on increased use in future.

o. Provide sidewalks or multi-modal trails on both sides of all streets in the Plan Area.

GA-7c. Balanced Transportation System. 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, incentives, and facilities to divert trips from automobiles to other modes. Provide negative incentives, such as parking meters, permit parking, time limited parking, carpool incentives, and other targeted parking measures that encourage alternative modes utilizing "induced demand" strategies.

GA-7d. Plan for Enhanced Transit Lines and Stops. As growth occurs in the Plan Area, work with relevant transit agencies, major employers, and area schools to plan for enhanced public transit and school bus lines and new ~~transit~~ stops ~~in order~~ to accommodate the new growth.

GA-7e. Consider Non-motorized Campus Layouts. 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.

GA-7f. Barrel District Master Plan. 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 from what is shown in this Plan 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.

GA-7g. Finish Incomplete Blocks with Active Transportation Infrastructure. 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.

GA-7h. Mobility Infrastructure that Supports Car-free Lifestyle. Plan and implement the mobility and circulation infrastructure of the Plan Area to support a car-free lifestyle, increase pedestrian safety, reduce greenhouse gas emissions, and minimize vehicle miles traveled, including:

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.

b. **Pedestrian-friendly Streetscapes.** Ensure that streetscape design and improvements prioritize pedestrian circulation that promote walkability and support a car-free lifestyle and accessibility for all ambulatory modes.

c. Shorten Pedestrian Crossing Distances. Create additional and safer methods for crossings ~~Shorten distances for pedestrian crossings~~ along K Street and 11th Street by shortening distances for pedestrian crossings to improve overall walkability in the Plan Area. Evaluate other roadways within the Plan Area that warrant shortened pedestrian crossings, with an emphasis on areas with planned or developed alternative transportation infrastructure, such as 8th and 9th Streets.

d. 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.

e. Widened Sidewalks. Explore sidewalk widening strategies that include land dedication or easements to create unobstructed accessible pedestrian pathways.

f. 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.

g. **Ride Share.** Support ride share in various modes (car, bike, etc.) through public and private infrastructure, ensuring complete systems designed to accommodate access to shared facilities. Improvements and programs should include public options, such as bike share racks or carpool parking, public-private partnerships, such as zip-car and Tandem Mobility bike share, and private facilities or programs, such as project-based car share.

GA-7i. No Net Loss of Class I Trail System. In general, ~~r~~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. In limited circumstances, the City shall retain the discretion to allow an applicant to demonstrate removal or relocation of Class I Trail sections would improve active transportation access and connectivity. Collaborate with the Great Redwood Trail Agency and other landowners and agencies to retain and expand the Class I trail and Class 4 bikeways throughout the Plan area, including along L Street.

GA-7j. Incentivize Active and Alternative Transportation as a Community Amenity. 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 car share/bike share, free electric vehicle charging stations, employee showers, on-site covered and secure indoor bike parking, bus passes for residents and/or employees, dedication of parcel frontage to transportation uses, charging stations for e-

bikes, shared parking, and related amenities that stimulate non-motorized and zero-carbon transportation options above and beyond current requirements of state law.

GA-7k. Incentivize Dedication of Parcel Frontage as a Community Amenity. 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. In locations identified as important pedestrian streetscapes, such as K, 8th, and 9th Streets, dedication may be a requirement to provide for the desired form and frontage.

GA-7l. Parking Standards. ~~Do not r~~ Disconnect parking minimums from land use and only require off-street parking as a development standard ~~in most only~~ in limited cases (e.g. hotels and other regional draws, employment centers). 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 clustered parking and un-bundling parking from rents, as well as the dedication of parcel frontage on block-long development projects that can be dedicated to additional on-street parking.

GA-7m. Parking Lot Locations. 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.

GA-7n. Minimize Vehicle Trips via Land Use. 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.

Mobility Programs

Imp-GA-7.1. State and Federal Transportation Grants. 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.

Imp-GA-7.2. Circulation Projects in Capital Improvement Program. 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.

Imp-GA-7.3. Fair Share Contribution for New Development. 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.

Imp-GA-7.4. Master Plan for Barrel District. For development projects within the Barrel District exceeding 10,000 sf, require property owners to develop a Master Plan per Policy GA-7f.



Key to Revisions (Font Color/Highlighting)

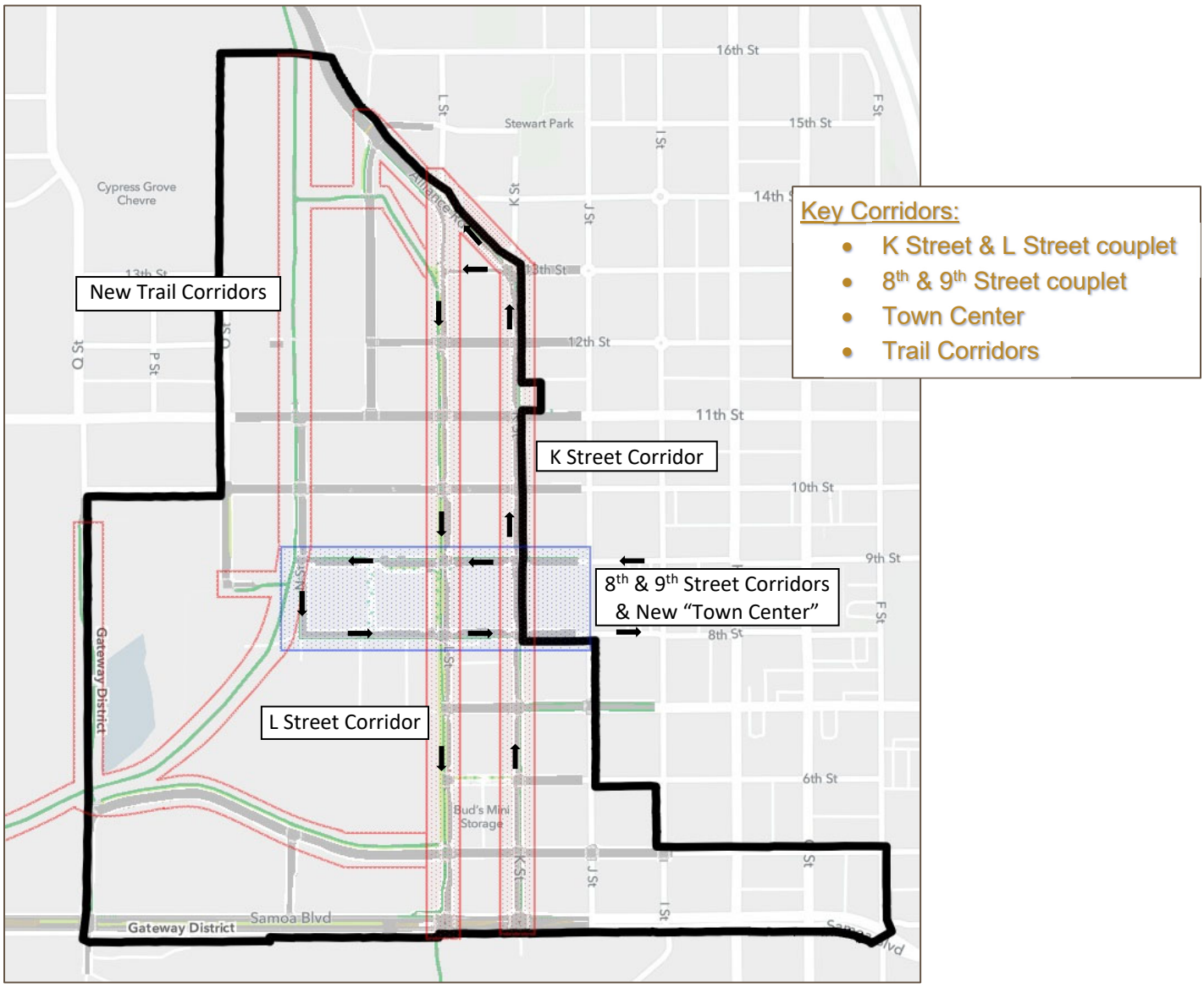
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Mobility Concepts

The next several pages illustrate details of the proposed Plan Area circulation system including strategies to address non-motorized connectivity, vehicular traffic, and parking, overviews of the proposed one-way street couplets, "typical" intersection treatments, and "typical" street features and cross sections. This concept proposes new parallel and connecting transportation facilities that have the potential to enhance corridor safety, enhance multimodal connectivity, reduce corridor congestion, and improve corridor reliability. These improvements are proposed to serve the overarching mobility goal of creating a "Complete Street" network that safely and efficiently provides access to all travel modes without increasing congestion to unacceptable levels.

Significant trail corridors and natural paths are proposed throughout the Gateway Area including Class I trails along the alignments of L Street, N Street, Q Street, the Barrel District in the south, and connecting up to the existing trail along Alliance Road. The image below provides a reference map of the corridors and areas of interest highlighted in greater detail in the following pages. Following the detailed illustrative pages is a Map Book which presents the design concepts for the majority of the Area, in Figures 10-a through 10-l.



COMPLETE STREET DESIGN – KEY ELEMENTS

Class I Shared-Use Path



Class I shared use paths are paved trails completely separated from the street. They allow two-way travel by people bicycling and walking and are often considered the most comfortable facilities for children and less experienced riders as there are few potential conflicts between bicyclists and vehicles.

Class IV Protected Bikeway



Class IV separated bikeways are on-street bicycle facilities that are physically separated from motor vehicle traffic by a vertical element or barrier. They can allow one– or two-way bicycle travel on one or both sides of the roadway. (Photo credit: Queensland DOT)

Class II Bike Lanes & Buffered Bike Lanes



Class II bicycle lanes are striped preferential lanes on the roadway for one-way bicycle travel. Some bicycle lanes include a striped buffer on one or both sides to increase separation from the traffic lane or from parked cars, where people may open doors into the bicycle lane.

Bicycle Conflict Markings



Green markings are used to highlight bicycle lanes or crossings at locations where potential conflicts with drivers are anticipated. They increase visibility of the bicycle facility and remind drivers to yield to bicyclists.

Bulb-outs and Curb Extensions



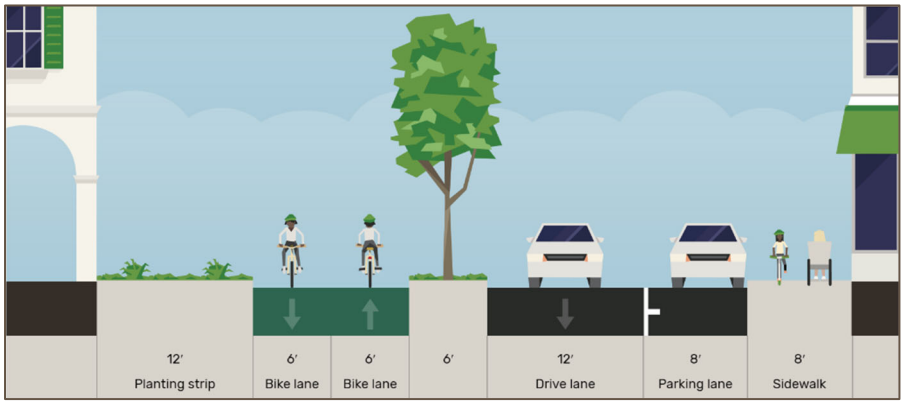
Curb extensions expand the sidewalk into the street at a crossing. Typically used where there is on-street parking, curb extensions improve visibility of pedestrians waiting to cross the street by moving them further into the roadway. They also improve safety by shortening the crossing, reducing the amount of time they are exposed to potential conflicts with drivers

Bicycle Boulevards



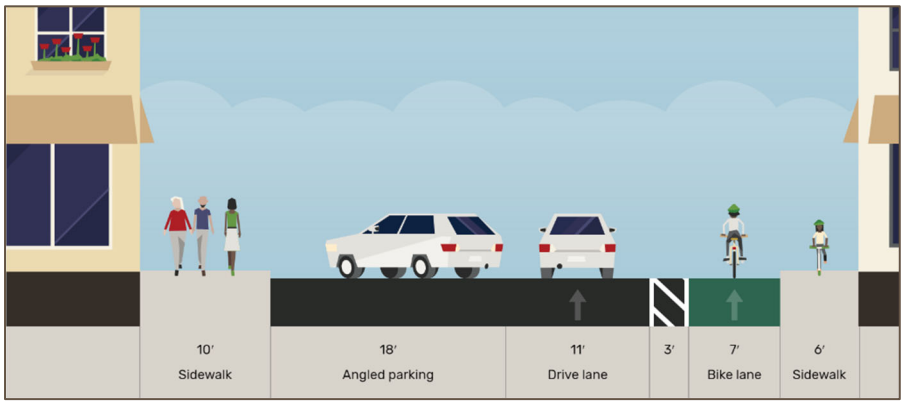
A bicycle boulevard is a street which enhances bicycle safety by optimizing travel for bicyclists rather than automobiles. These roadways have low speed and low volume, traffic calming to discourage through or non-local vehicles, and prioritization of bicycles through intersections and along the roadway with signage and markings. (Photo Credit: City of Berkeley)

ONE-WAY COUPLET SEGMENT CROSS-SECTIONS



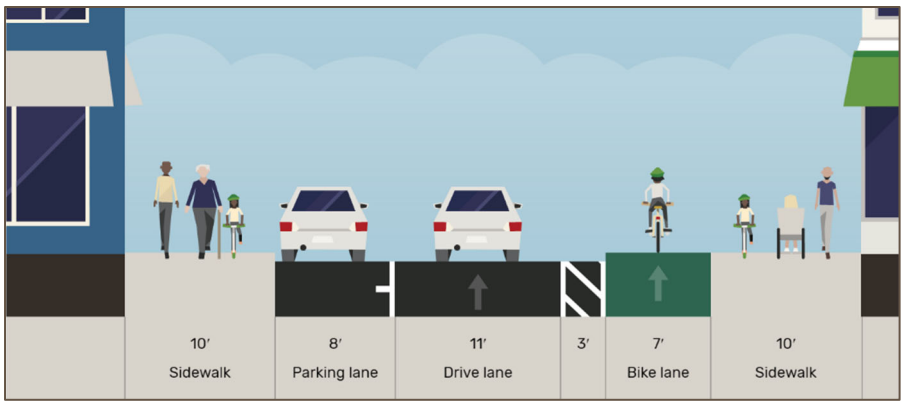
DESIGN A

- Class IV Protected 2-way Bikeway
- Bikeway separated by median, bollards, or planter boxes
- Sidewalks on one side
- Parallel parking on one side
- Single travel lane
- Typical for L Street



DESIGN B

- Buffered bike lane
- Sidewalks on both sides with varying width
- Angled parking on one side
- Single travel lane
- Typical for "Town Center" area of 8th Street and 9th Street



DESIGN C

- Class IV Directional Bikeway
- Option to have bikeway level at sidewalk or roadway
- Buffer can also have bollards to enhance separation from travel lane
- Wide sidewalks
- Parallel Parking on one side
- Single travel lane
- Typical for K Street

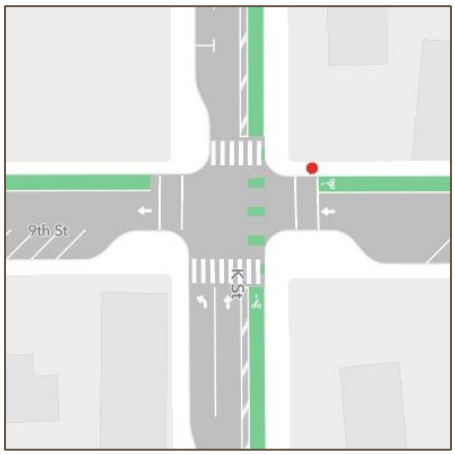
The roadway cross-sections above are typical examples of the proposed circulation concepts for the one-way couplets of K Street, L Street, 8th Street, and 9th Street. Sidewalk widths may vary depending on space available. Other roadways in the Area Plan will retain their two-way configurations with parallel parking, sidewalks, and bicycle boulevards on some streets. Although on-street parking availability is a staple, incorporating multimodal access and connectivity throughout the area is priority.

Safe, comfortable, and convenient facilities should allow people of all ages and abilities to travel along or across the corridor to access destinations. Enhanced mobility along and across the corridor will support new and established residents and businesses. The corridors are also designed to support a healthy and diverse local economy by creating green and inviting places. In some cases, the width of the right-of-way can be enhanced through the dedication of private parcel frontages that can be used to supplement pedestrian facilities, off-street parking, open space, and/or other designated enhancements to the public realm.

INTERSECTION DESIGN CONCEPTS

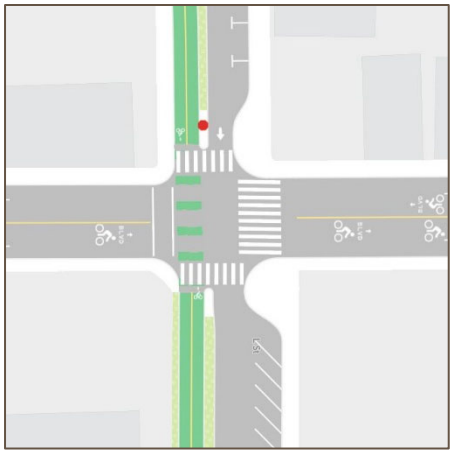
One-way Street at One-way Street

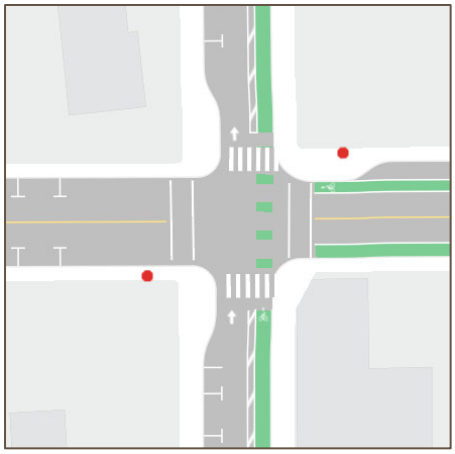




- Bulb-outs
- Shortest pedestrian crossings
- Intersection crossing markings for bicycles
- Enhanced visibility for both pedestrians and cyclists
- Slow vehicles through intersections
- Turn Lanes
- Stop Control on minor street

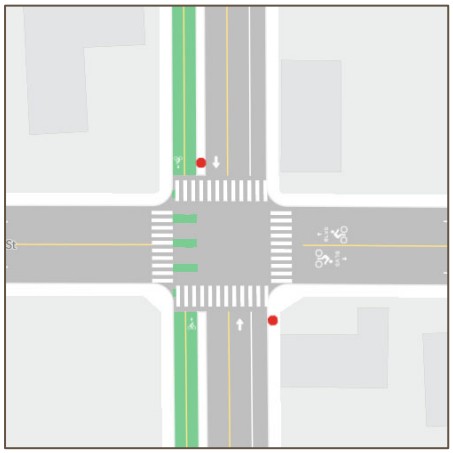
One-way Street at Two-way Street





- Bulb-outs, shorter pedestrian crossings
- Intersection crossing markings for bicycles along main route
- Separated facilities for cyclists and pedestrians
- Stop control as needed

Two-way Street at Two-way Street



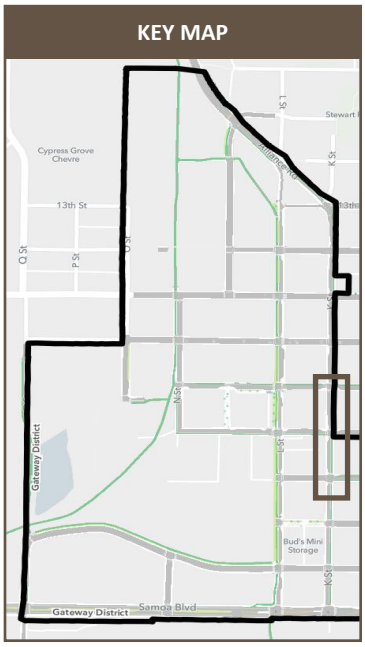


- Intersection crossing markings for Bicycles
- Enhanced visibility for both pedestrians and cyclists
- Marked crossings at uncontrolled approaches
- Markings for Bicycle Boulevards
- Stop Control on minor approaches, except Bike Boulevards

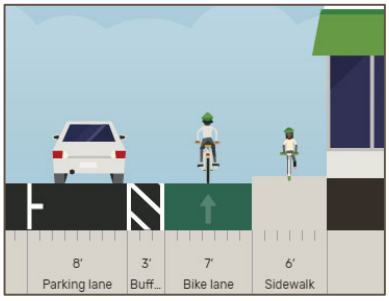
K STREET ONE-WAY COUPLET NORTHBOUND

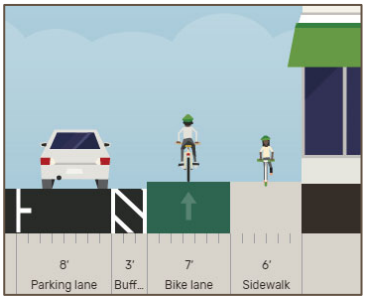


K Street serves as the main northbound roadway through the Gateway Area. A Class IV bikeway, adjacent to a sidewalk, provides safe and convenient access for all. A left turn lane is provided on K Street at higher-volume roadways such as 9th Street and 11th Street. Parallel parking provides convenient access to surrounding uses, while widened sidewalks enhance the pedestrian realm.

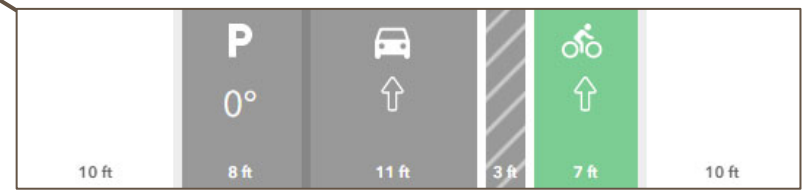


The bikeway along K Street can either be implemented as a buffered Class II bike lane or a directional Class IV bikeway. Class IV bikeways provide the option to have the bikeway level with either the roadway or the sidewalk. A variety of treatments can be used to separate the bikeway from the street, including bollards, raised or planted medians, or planter boxes.



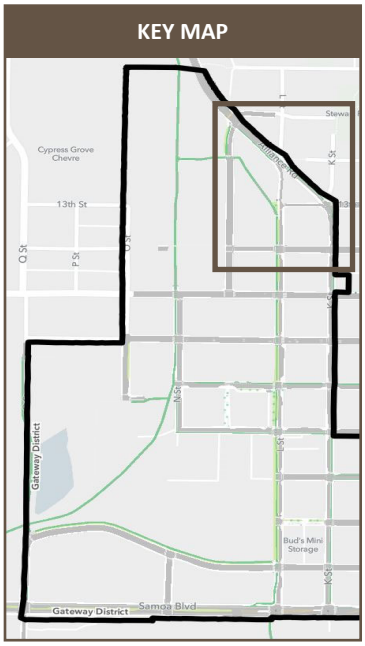


Wide sidewalks and parallel parking balances the use of this space.



K STREET & L STREET COUPLET – NORTH END JUNCTION





The implementation of the K Street and L Street couplets allows for more space for bicycle and pedestrian facilities while also improving traffic flow at intersections like 11th Street and K Street that would otherwise perform poorly with increased congestion in the future.

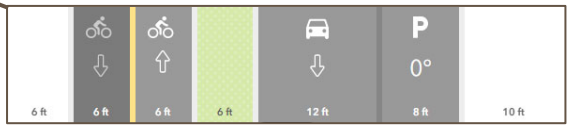
Alternative
As shown in the upper right corner, a left turn lane at the couplet junction could replace a new one-way road across 13th Street.

- K Street transitions from a one-way couplet back to a two-lane roadway (Alliance Road) south of 15th Street.
- L Street transitions from Alliance Road to the complementary southbound one-way roadway.
- Vehicles heading northbound will be able to turn around at 13th street, which connects to L Street southbound.
- Vehicles heading southbound will be able to turn around via 12th Street.
- The Class IV separated bikeway on L Street continues north as a Class I path and connects to M Street, which also provides a connection to the Class I path along Alliance Road to the north and the Class I path heading southwest to N Street.
- K Street provides a Class IV directional bikeway which continues further north along Alliance Road.
- A 12-foot wide sidewalk is also provided along Alliance Road as it transitions to L Street.

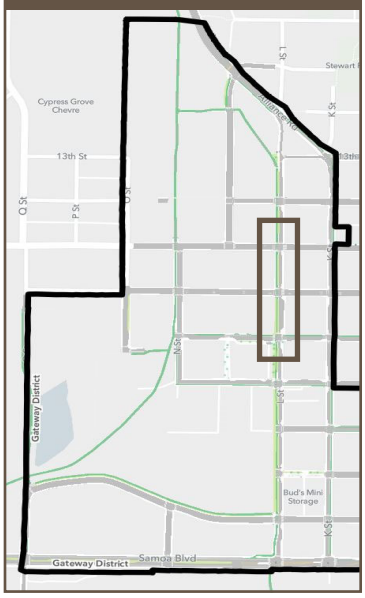
L STREET ONE-WAY COUPLET SOUTHBOUND



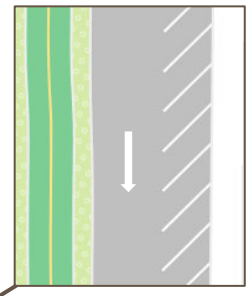
L Street serves as the primary route southbound through the Gateway Area. The existing Class I trail along the L Street alignment would be converted to a bidirectional Class IV bikeway on the west side of the roadway. This bikeway can be separated via various design elements such as a green-space median, potentially with trees, planter boxes, or other features. The Class IV bikeway would be designed to provide equivalent or increased levels of bicycle access and connectivity when compared to the existing Class I trail.



KEY MAP



The corridor mainly consists of parallel parking on the east side, with only one block of diagonal parking. Diagonal parking increases the number of parking stalls at the expense of some traffic capacity where commercial growth is desired.



Alternative

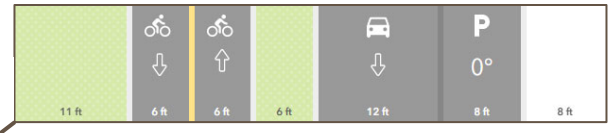
Diagonal parking can either be implemented as pull-in or back-in parking. Back-in parking allows for vehicles to exist the parking stalls in a safer manner.







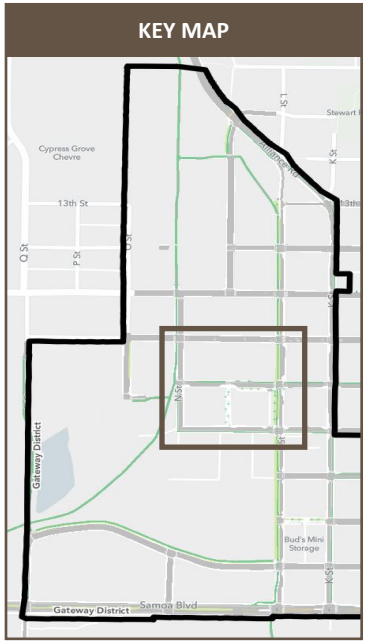




Similar to K Street, dedicated left turn lanes would be provided at intersections with higher volumes and truck routes such as 11th Street and 7th Street.

8TH & 9TH STREET ONE-WAY COUPLETS

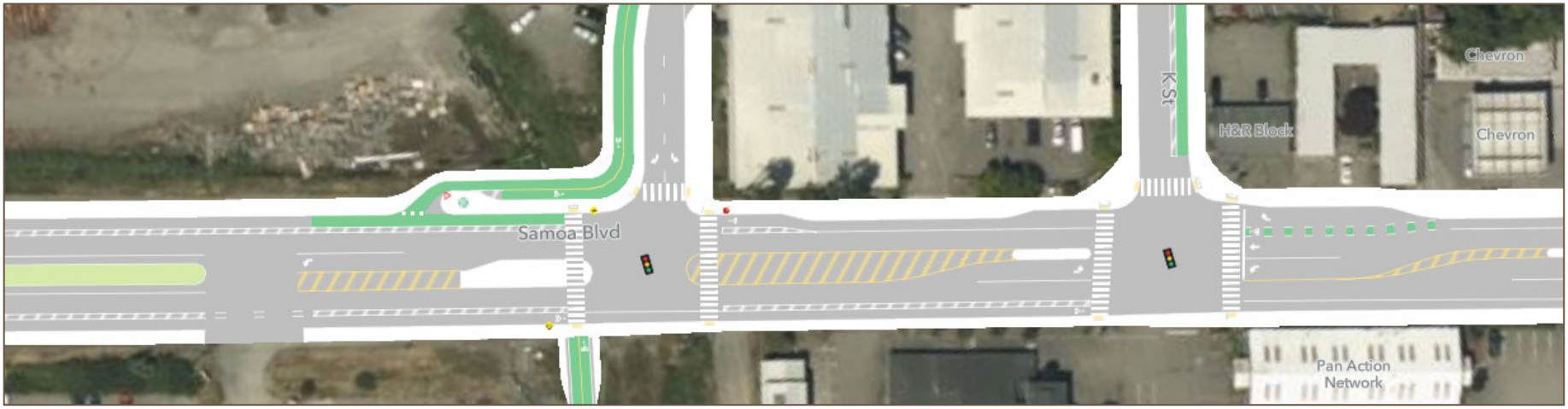




The extension of 8th Street and 9th Street as one-way couplets west to N Street provides continuity with the existing one-way alignments in Arcata, logically connecting the Gateway District to the Arcata Plaza and existing downtown community destinations, homes, services, and shops. Widened sidewalk areas and a new M Street pedestrian walkway expand the public realm and provide opportunities for outdoor seating, retail display, and other creative space. As development occurs, particularly along south-facing frontages, consideration should be given to expanding shown sidewalk widths further into private rights-of-way. This would further expand semi-private space along the street that can be used for commercial purposes.

These two couplets, functioning in conjunction with the couplets of K Street and L Street, are designed to support a healthy and diverse local economy by creating green and inviting places. Similar to the Arcata Plaza, the intersection of the proposed one-way couplets of 8th, 9th, K, and L streets will create a Gateway District "town center" where traffic and people converge. Multimodal circulation around this core area is key to support new and established residents and businesses. The proposed buffered or separated bikeways on 8th Street and 9th Street will also connect the proposed Class I and Class IV bikeways along the L Street and N Street alignments. Parallel and diagonal parking supply is provided, with pedestrian realm enhancements.

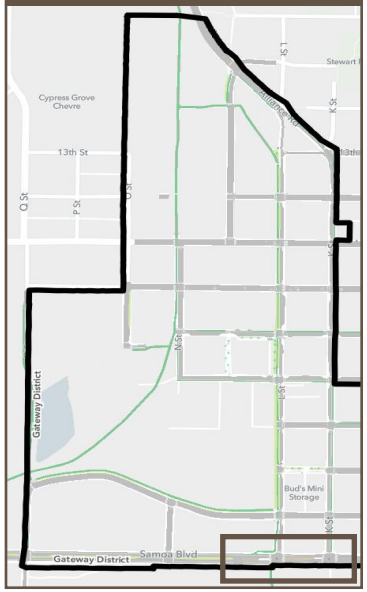
SAMOA BOULEVARD



With the implementation of the K Street and L Street one-way couplets, intersection control is needed at the new connection of L Street at Samoa Boulevard. The new intersection is approximately 250 feet west of K Street and a traffic signal is recommended. The new traffic signal will need to be synchronized with the closely spaced K Street intersection, which is already operating in a coordinated signal system. Improvements along the corridor will need to be coordinated with and approved by Caltrans as Samoa Boulevard is a State facility (SR 255). The Class I multi-use path along L Street will connect across Samoa Boulevard to the existing Class I trail that continues south to the Arcata Marsh. The traffic signal at L Street should include either pedestrian/bicycle only phasing or a Leading Pedestrian Interval (LPI) to facilitate safe crossing of vulnerable road users.

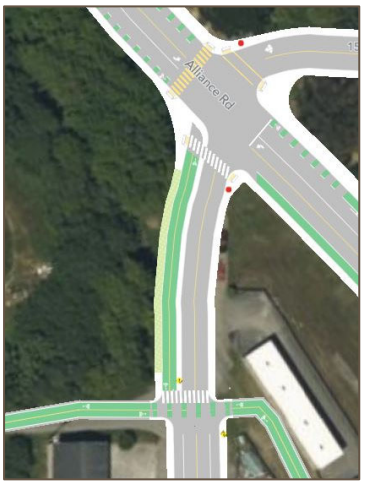
Samoa Boulevard east of K Street is currently one lane in each direction with left turn lanes and Class II Bike Lanes. This Plan proposes to continue the cross-section west with a single travel lane in each direction, left turn lanes at intersections, and an improvement to Buffered Class II Bike Lanes west of K Street. Additionally, the Plan proposes to improve pedestrian crossings along Samoa Boulevard at the intersections of K Street, L Street, and the new westernmost access to the Barrel District by providing high-visibility crosswalks on all intersection approaches. The new mid-block access to the Barrell District is proposed as access-restricted (right-in, right-out only) to limit uncontrolled turning movements along Samoa Boulevard. The westernmost access to the Barrel District is proposed as a full-access intersection with stop control on the side streets. Class II Bike Lanes are proposed along the new roadway through the Barrel District which connect to Samoa Boulevard and the Class I trail north.

KEY MAP



PROPOSED TRAILS



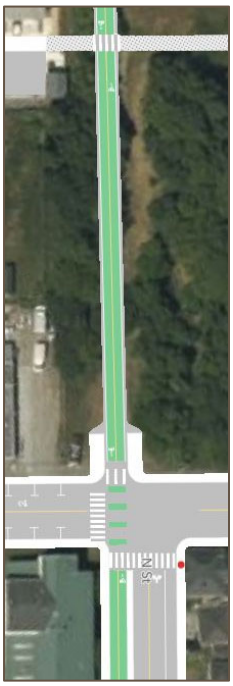


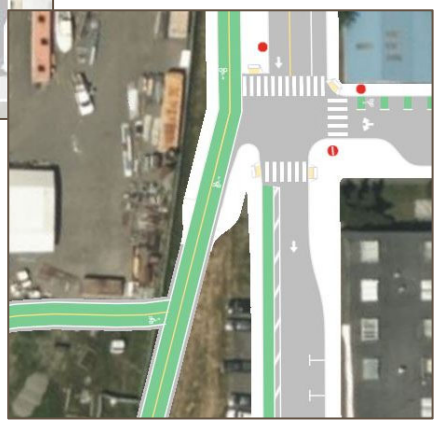
A new Class I trail is proposed along N Street along the prior rail line, connecting over to M Street and north to Alliance Road, and continuing south to connect to the Barrel District. This path will provide additional options for cyclists and pedestrians.

The Class I path will connect to N Street at 11th Street and continue south along N Street as a Class IV. The bikeways will have conflict markings across the intersections to enhance the visibility of crossing cyclists from crossing or turning traffic.

A Class I trail is also proposed along the Q Street alignment, south of 10th Street, and connecting to another new Class I trail through the Barrel District east to L Street, as well as connecting to the N Street trail. This system of trails aims provide safe and convenient continuous routes throughout the Gateway Area.

Natural paths are also proposed along the 12th Street alignment west of M Street, and in the southwest Open Space area connecting the O Street trail to the Barrel District.





At the intersection of N Street and 9th Street, priority will be given to cyclists and pedestrians by markings, signage, and stop control. This intersection will provide access for cyclists from 9th street via a Bike Lane. Cyclists that wish to continue south into town will have a Bike Lane available on N Street.



Figure 10-b

Created by GHD
Map Date: 11/9/2021

Source: If applicable, enter source information here.

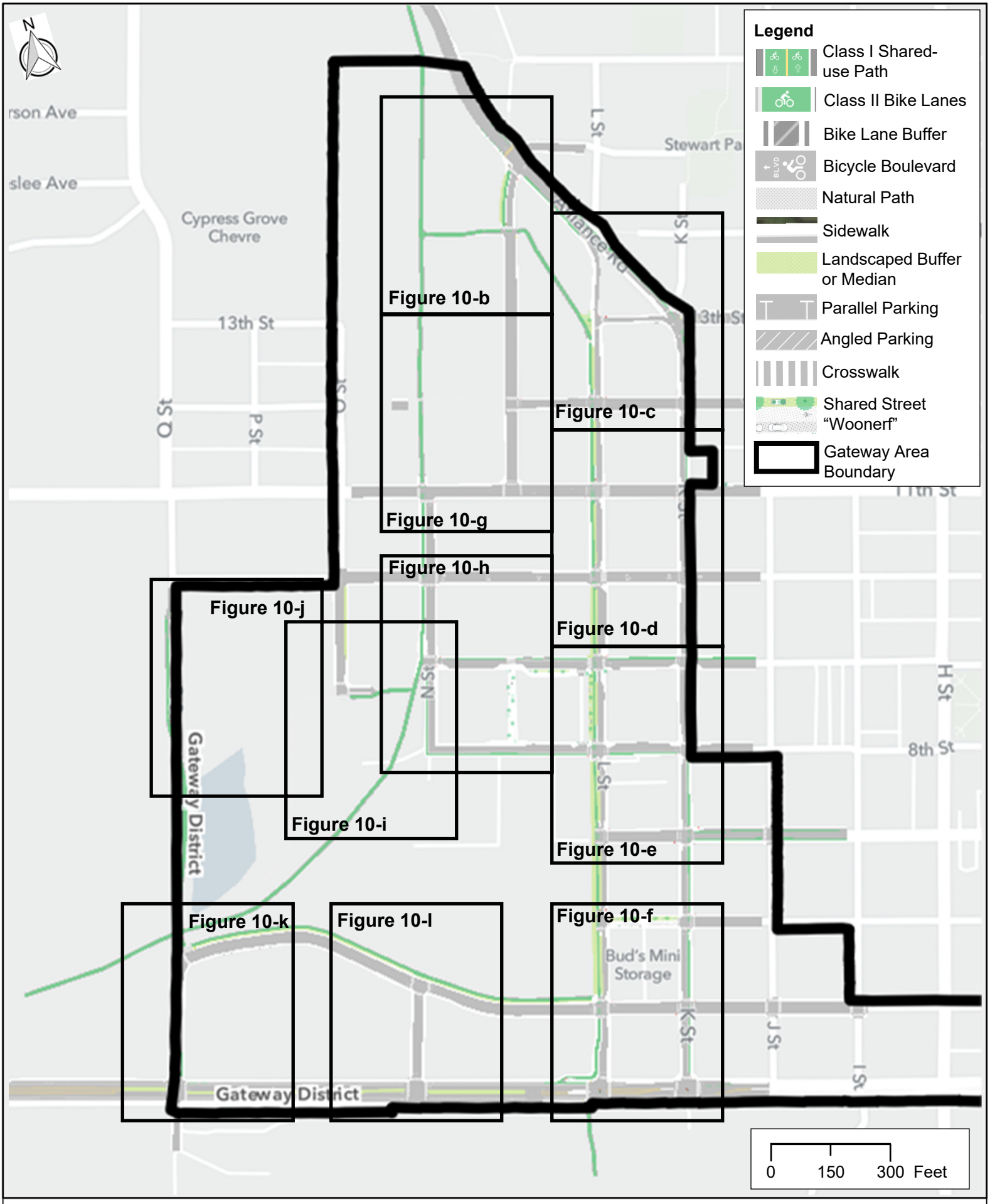


Figure 10-a Map Book Key Map

Created by GHD
Map Date: 11/9/2021

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Figure 10-c

Created by GHD
Map Date: 11/9/2021

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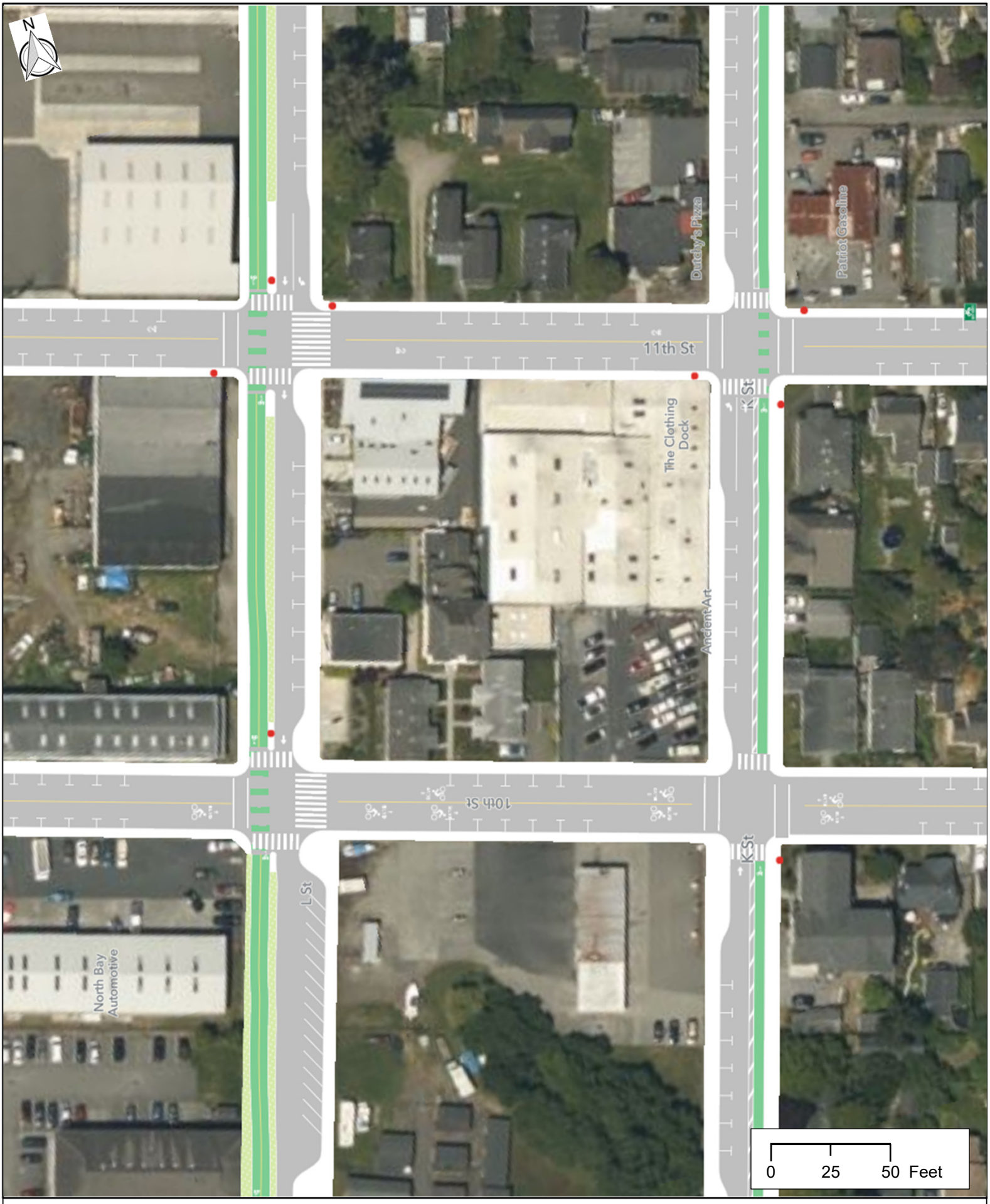


Figure 10-d

Created by GHD
Map Date: 11/9/2021

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Figure 10-e

Created by GHD
Map Date: 11/9/2021

City of ARCATA

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Figure 10-f

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City of ARCATA

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Figure 10-g

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Figure 10-h

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Figure 10-i

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Figure 10-j

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City of ARCATA

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Figure 10-k

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Map Date: 11/9/2021

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Figure 10-I

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Map Date: 11/9/2021

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8. STREETSCAPE

Overview

The "streetscape" is the public spaces where people interact and includes the design of roadways, sidewalks, and building frontages facing the street. The streetscapes of the Gateway Area are an important component of the public realm because they heavily influence the way people feel about this place and how they interact with one another. In this way, public spaces designed for public interaction promote vitality and community use. This Plan incorporates attractive public spaces and public-oriented private spaces that encourage uses above and beyond mere transportation or conveyance. Streetscapes in the Gateway Area are places for neighbors to meet, for events to occur, the vantage point from which architecture and public art are enjoyed, where visitors most consistently experience the City, and where the Gateway community is truly made.

Streetscape Strategies

This section addresses streetscape design relating to sidewalks, street trees, street furniture, and lighting. Other aspects of streetscape design are addressed in Section 6 (Open Space), Section 7 (Mobility), and 9 (Site and Building Design).

Image 3 illustrates the components of a pedestrian-oriented streetscape design.

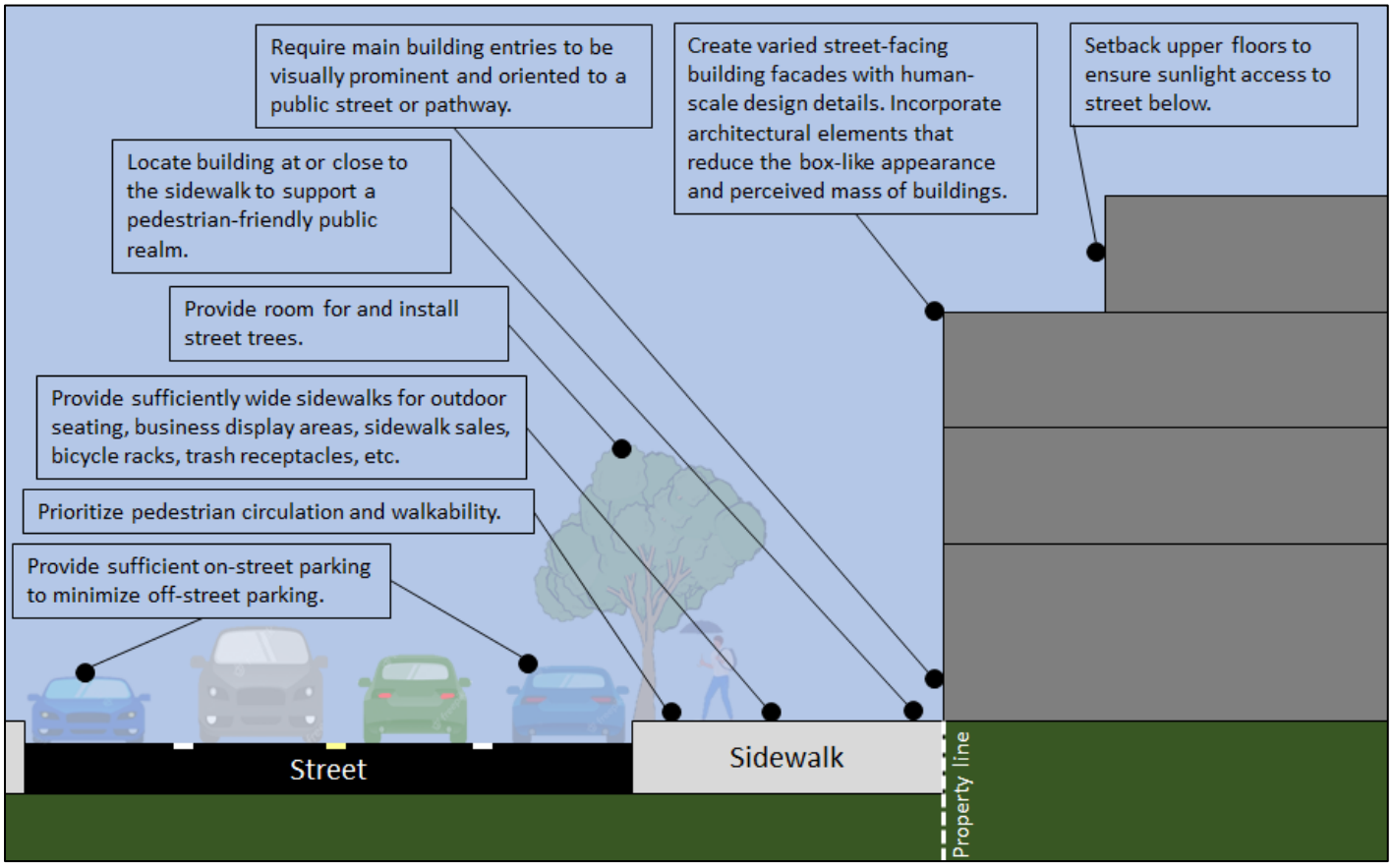


Image 3: Components of Streetscape Design

Streetscape Policies

Objective: Create high-quality streetscapes that are visually interesting and provide safe and comfortable places for people to walk and gather. Provide for a streetscape design that visually unites the Gateway Area and promotes a cohesive sense of place.

GA-8a. Pedestrian Priority and Accessibility in Streetscape Design. Ensure that streetscape design and improvements prioritize pedestrian circulation that promote walkability and support a car-free lifestyle and accessibility for all ambulatory modes and abilities. Require new development to consider the needs of a diverse range of abilities; for example, position obstructions to path-of-travel to the curb line or other less obtrusive locations wherever feasible.

GA-8b. Improvements Required. Require new development to provide streetscape improvements consistent with the Gateway Area Plan and Gateway Zoning Code.

GA-8c. Sidewalk Zones – Core Area/Pedestrian Oriented Frontage. 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.

GA-8d. Sidewalk Dining. 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. Consider accessibility for the visually impaired in structures that may create sidewalk obstructions.

GA-8e. ~~Street Trees~~ Landscaping. Install street trees and other landscaping consistent with the standard for the applicable street typology as identified in Chapter 7 (Mobility). Use planting techniques that extend the life and health of the trees.

GA-8f. Street Tree and Landscaping Selection. ~~Street tree species shall be consistent along each street. However, different species may be used at intersections to create special character.~~ Native plants may be required in areas adjacent to environmentally sensitive habitat. Elsewhere, the City encourages the use of native plants. Non-native invasive species shall not be approved by the City for use in landscaping. Landscaping plants as well as ~~T~~tree species and spacing shall be selected from a City ~~tree~~ ~~master list~~ species and planting guide, or in consultation with the City.

GA-8g. Street Furniture. Provide for consistent bicycle racks, seating, and trash receptacles integrated within the right-of-way and consistent and appropriate to the Plan Area character.

GA-8h. Green Infrastructure. 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. In this context "Green Infrastructure" is defined as the range of measures that use plant or soil systems, permeable pavement or other permeable surfaces or substrates, stormwater harvest and reuse, or landscaping to store, infiltrate, or evapotranspirate stormwater and reduce flows to sewer systems or to surface waters.

GA-8i. Utility Screening. 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.

GA-8j. Lighting. Provide adequate pedestrian-scaled street lighting to 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. Ensure all new lighting is compliant with "Dark Sky" policy guidance as outlined in the City's General Plan.

GA-8k. Bike Infrastructure. Consider locations for public, outdoor bike lockers coordinated with public transit stops accessible in the public right-of-way.



Key to Revisions (Font Color/Highlighting)

Proposed changes recommended by each committee are shown in underline/strikeout text with color coded committee text as follows:

Transportation Safety Committee
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
Historic Landmarks Committee
Energy Committee
Economic Development Committee
Public member/entity
Staff edits

9. DESIGN AND ARCHITECTURAL STANDARDS

Overview

The Gateway Plan Area design character promotes a mixture of building forms and types that reflect the evolving economic activity and conditions in Arcata. Many Plan Area properties are former industrial lands associated with lumber processing. Some of these properties have been redeveloped or adaptively reused, while others are in various stages of underutilization and disrepair. The eastern boundary of the Plan Area is three blocks from the Arcata Plaza, with the form and character of buildings in this area reflecting their proximity to Arcata's central core.

More specifically, aspects of the Gateway Plan Area existing design character include the following:

- **Block Pattern:** Arcata's grid block pattern extends into the eastern portion of the Plan Area. This block pattern is interrupted on western side of the Plan Area, particularly in areas south of 8th Street and north of 11thStreet.
- **Site Layout**. Buildings are located on sites in a range of configurations, including structures built directly adjacent to property lines and sidewalks, building setback 10-15 feet from the sidewalk behind landscaping, and building located deep within properties with little relationship to the street. Some primary building entrances are oriented towards the street, while others are inward-facing.
- **Building Heights and Intensity**: Most buildings are one story, with some two-story buildings. The Creamery Building tower is the tallest structure in the Plan Area (over 50 feet). Some lots are either vacant or contain little habitable space. The floor area ratio (FAR) of individual properties is generally less than 1.0.
- **Building Character:** The overall character of buildings reflects the function for which the building was originally constructed. For many of the older non-residential buildings, this is a utilitarian light-industrial character. For buildings that have been adaptively reused, the original character remains though the use has changed. The Plan Area contains several distinctive landmark structures such as the Creamery Building and Portuguese Hall.
- **Parking Placement and Design:** On-site parking, where provided, can be found to the side or behind buildings, or in front of buildings as last option. Most on-site parking area is hardscape, and permeable wherever possible.
- **Facade Design.** Industrial and heavy-commercial buildings typically incorporate minimal architectural detailing. Older residential structure feature stylistic features typical of their period. Street-facing building frontage design are varied, ranging from residential porches, commercial storefronts, truck loading bays, to vinyl-clad blank walls.

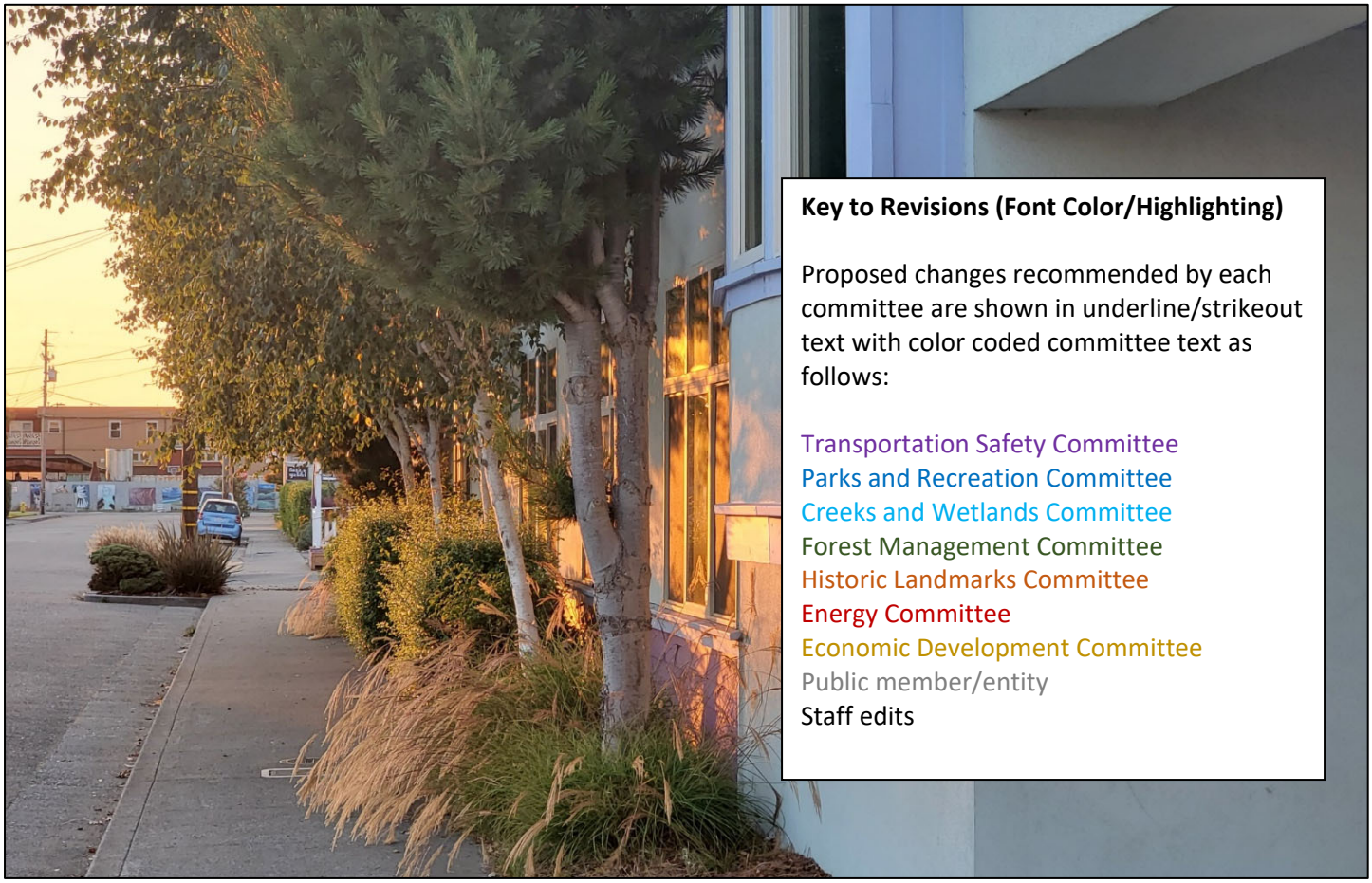


Regulatory Framework for Design Standards

The Gateway Zoning Code, the regulatory document that implements this Plan, identifies specific regulatory requirements in line with the framework established in this Chapter. The Gateway Area Plan will create a vibrant mixed-use neighborhood by requiring the design of new development to support an active and inviting public realm. New streets, where needed, will support a walkable neighborhood by connecting to and completing the existing grid system and block pattern. Buildings will be placed close to sidewalks, with spaces provided for outdoor dining, public assembly, courtyards, and landscaping as appropriate. Building entries will face the street with ground-floor frontages designed to generate activity and create visual interest. On-site parking, where provided, will be located behind buildings or within structures to minimize the visual prominence of parking facilities. Large buildings will be broken into smaller volumes with articulated building facades and human-scaled design details.

As described in the Land Use Chapter, the Gateway Area Plan does not identify required land uses in certain locations as a strategy to promote an active public realm. Instead, the Plan requires all buildings, whatever the use, to feature pedestrian-friendly and human-scale design. In addition, the Gateway Corridor (G-C) Land Use Designation (see Figure 4) includes special design requirements for ground-floor building frontages facing the street. These pedestrian-focused frontages require display windows for commercial use storefronts and enhanced design details with common entries for ground-floor residential uses.

The design concepts described in this chapter are implemented through the Gateway Zoning Code, which contains detailed building form and character standards. The Gateway Zoning Code also allows for streamlined by-right approval of development projects that conform to architectural standards and meet other requirements. With this approach, the City aims to fast-track the approval of new residential and mixed-use development that provides needed housing while also supporting a high-quality design environment.



Key to Revisions (Font Color/Highlighting)

Proposed changes recommended by each committee are shown in underline/strikeout text with color coded committee text as follows:

Transportation Safety Committee
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
Historic Landmarks Committee
Energy Committee
Economic Development Committee
Public member/entity
Staff edits

Design Standards Policies

Objective: Ensure site design offers a mix of vibrant, mixed-use neighborhood structures with active and inviting public spaces. Provide for visual interest in walkable neighborhoods with street-level activity and public gathering places that support a car-free lifestyle.

Basic Principles

GA-9a. **Enhanced Architectural Features and Exterior Designs as Community Amenities.** 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.

GA-9b. **Sustainable and Green Buildings as a Community Amenities.** 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.



Building design to support a pedestrian-friendly public realm

GA-9c. **Human-Scaled and Pedestrian-Friendly.** Ensure that new development is human-scaled and supports a pedestrian-friendly public realm. Focus on the "destination" aspect of the Gateway Area to celebrate the car-free nature by encouraging pedestrian-oriented streetscape amenities, such as parklets and outdoor dining.

GA-9d. **Design Diversity.** 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.

GA-9e. **Cohesive Identity.** Ensure new development design includes recognizable design themes and a distinctive sense of place.

GA-9f. **Solar Shading.** Ensure new development minimizes solar shading to surrounding properties.



Mid-block passageway integrated with public gathering place and outdoor dining.

Block Length and Layout

GA-9g. **Block Length.** Where existing streets are extended or new streets established, aim to keep the length of new blocks to no more than 300 feet.

GA-9h. **Block Layout.** 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.

GA-9i. **Mid-Block Passageways.** 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.

Building Placement/Setbacks



Outdoor dining between sidewalk and street-facing building wall.

GA-9j. Building Placement. Locate building at or close to the sidewalk to support a pedestrian-friendly public realm.

GA-9k. Public to Private Realm Transitions. Provide for sensitive transition from the public realm (sidewalk) to the private realm (residences).

GA-9l. Use of Setback Areas. Encourage outdoor dining, publicly-accessible courtyards, window-shopping areas, and other pedestrian-friendly uses in spaces between building walls and the sidewalks.

GA-9m. Custom Standards Along Designated Streets. 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.

Building Entries and Orientation

GA-9n. Main Building Entrances. Require main building entries to be visually prominent and oriented to a public street or pathway.

GA-9o. Pedestrian Connections. Required pedestrian walk paths to connect entrances directly to a public sidewalk.



Entrances to individual units facing the street

Bulk and Massing

GA-9p. Human-Scale Massing. Provide for human-scale and pedestrian-friendly building massing where large buildings are broken into smaller volumes that fit into the surrounding neighborhood.

GA-9q. Transitions to Lower Intensity Uses. Require buildings to incorporate massing strategies to minimize impacts on adjacent single-family homes.

Vehicle Access and Parking

GA-9r. Pedestrian-Friendly Design. 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.~~ unless determined infeasible in unique circumstances.

GA-9s. Minimize Visual Dominance. Screen parking facilities for limited visibility from the street frontage with landscaping, art, or other visually appealing methods.

GA-9t. Car-Free Lifestyle. Minimize vehicle parking requirements and maximize walk, bike, and transit infrastructure.



Human-scaled massing with buildings divided into smaller volumes

Facade and Roof Design

GA-9u. Varied and interesting Facades. Create street-facing building facades that are varied and interesting with human-scale design details.

GA-9v. Articulation. Incorporate architectural elements that reduce the box-like appearance and perceived mass of buildings.

GA-9w. 360-Degree Design. Provide for buildings designed as a unified whole with architectural integrity on all sides of the structure.

GA-9x. Quality Materials. Ensure quality materials that maintain their appearance over time.

GA-9y. Design Details. Promote design details and materials compatible with the existing neighborhood character**.**

GA-9z. 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.



Building facade and roof articulation and design details to create visual interest

10. HISTORICAL RESOURCES

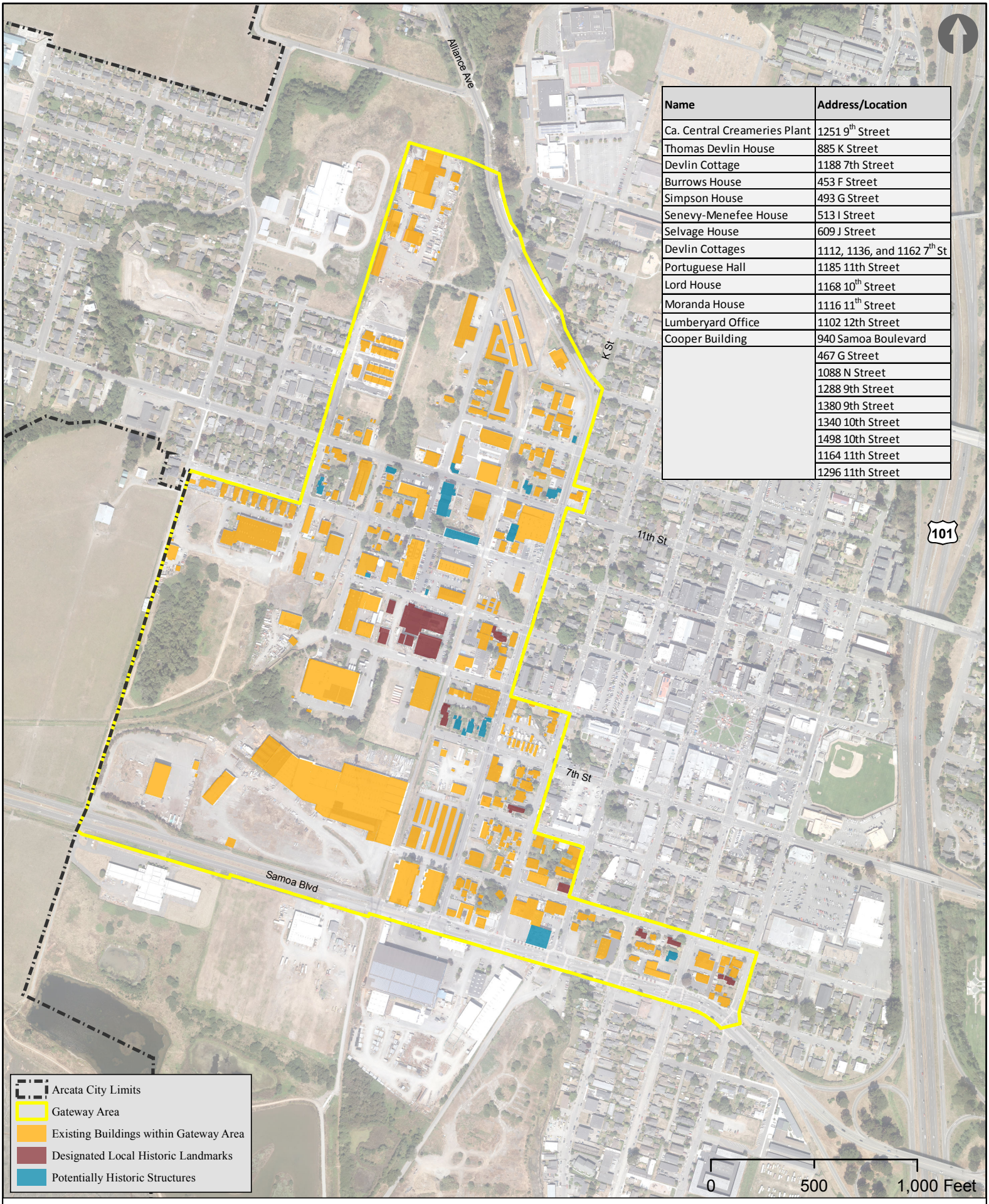
Overview

Table 9 and Figure 11 identify designated local historic landmarks and potentially historic structures in the Plan Area. These historic resources are subject to historic preservation policies in the General Plan Historic Preservation Element, preservation/permit requirements in Municipal Code Chapter 9.53, and design review requirements in Municipal Code Section 9.72.040. Figure 11 also shows the Central Neighborhood Conservation Area (NCA) that extends into the Gateway Plan Area. NCAs are areas identified in the General Plan and Land Use Code where additional requirements apply to ensure that new development is compatible with the existing neighborhood character.

Table 9: Historic Resources[1]

NAME	ADDRESS/LOCATION	PERIOD OF SIGNIFICANCE
Designated Local Historic Landmarks		
Ca. Central Creameries Plant	1251 9th Street	Craftsman
Thomas Devlin House	885 K Street	Victorian
Devlin Cottage	1188 7th Street	Transitional
Burrows House	453 F Street	Settlement
Simpson House	493 G Street	Settlement
Senevy-Menefee House	513 I Street	Settlement
Selvage House	609 J Street	Settlement
Potentially Historic Structures[2]		
Devlin Cottages	1112, 1136, and 1162 7th Street	Transitional
Portuguese Hall	1185 11th Street	Craftsman
Lord House	1168 10th Street	Victorian
Moranda House	1116 11th Street	Craftsman
Lumberyard Office	1102 12th Street	Victorian
Cooper Building	900-940 Samoa Boulevard	Early Modern
	467 G Street	Victorian/Transitional
	1088 N Street	Transitional
	1288 9th Street	Craftsman
	1380 9th Street	Craftsman
	1340 10th Street	Craftsman
	1498 10th Street	Victorian
	1164 11th Street	Transitional
	1296 11th Street	Craftsman
Rail Corridor	Various	N/A

Notes:
1. Historic Resources in the Gateway Plan Area subject to the requirements of Municipal Code Chapter 9.53 are limited to the properties listed in this table.
2. "Potentially Historic Structures" in the Gateway Plan Area subject to General Plan policies H-2d and H-2e and Municipal Code Chapter 9.53 and are limited to the Potentially Historic Structures identified in this table.



Name	Address/Location
Ca. Central Creameries Plant	1251 9th Street
Thomas Devlin House	885 K Street
Devlin Cottage	1188 7th Street
Burrows House	453 F Street
Simpson House	493 G Street
Senevy-Menefee House	513 I Street
Selvage House	609 J Street
Devlin Cottages	1112, 1136, and 1162 7th St
Portuguese Hall	1185 11th Street
Lord House	1168 10th Street
Moranda House	1116 11th Street
Lumberyard Office	1102 12th Street
Cooper Building	940 Samoa Boulevard
	467 G Street
	1088 N Street
	1288 9th Street
	1380 9th Street
	1340 10th Street
	1498 10th Street
	1164 11th Street
	1296 11th Street

Figure 11: Historic Resources in the Plan Area

Created by Planwest Partners
Map Date: 10/4/2022

Historic Resource Policies

Objective: Preserve historic resources in the Gateway Plan Area while allowing for new development consistent with the Plan vision.

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 maintains 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.

GA-10d. 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 4. 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 in Table 9.

GA-10e. 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 in Table 9. This policy, and its implementing legislation, shall supersede policies elsewhere in the General Plan and Zoning Code.

GA-10f. Historic Preservation. In addition to existing Citywide preservation incentives, explore additional ways to incentivize the rehabilitation and preservation of significant and potentially significant buildings located within the Gateway Area. The purpose of these additional incentives is to ensure the added cost associated with restoring and preserving historic buildings is offset by the benefits of the incentives.

11. INFRASTRUCTURE AND SERVICES

Overview

Plan Area infrastructure other than circulation, parks and recreation, includes primarily City-managed water lighting, stormwater and wastewater systems. Circulation Infrastructure is covered in Section 7 (Mobility) and Section 8 (Streetscape), while parks and recreation areas are covered in Section 6 (Open Space). Utilities not provided by the City (such as solid waste/recycling, power, internet, and cable) are covered here minimally and only to the degree to which the City has authority or influence.

The City of Arcata is committed to providing adequate infrastructure and services to support the envisioned growth and to ensure a high quality of life in the Plan Area. This will require both upgrades to existing infrastructure as well as investments into new infrastructure. This section describes the infrastructure improvements that will be needed to fulfil the overall vision of this Plan. The Plan Area's overall infrastructure systems must be sufficient to accommodate the types and amount of planned growth, including up to 3,500 new residential units and new commercial businesses.

Infrastructure Policies

Objective: Provide sustainable infrastructure that serves the planned growth of the Gateway Area.

GA-11a. Plan Utility Infrastructure to Accommodate Envisioned Growth. In planning for improvements to the overall utility infrastructure, including wastewater and electrical demand, design the systems to accommodate the planned amount of growth outlined in other policies and consider the impacts of locating new infrastructure on potential future habitat restoration sites. Plan for future infrastructure needs due to conversion of uses (e.g., electrification). Infrastructure will be developed over time as needed, and the City's Capital Improvements Program (CIP) will reflect near term infrastructure needs through the annual update process.

GA-11b. Add Utility Infrastructure System Improvements to City's Capital Improvement Plan. 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.

GA-11c. Enhanced Infrastructure Finance District. Work with the County to explore the formation of an EIFD to fund infrastructure and housing projects within the Plan Area.

GA-11d. University Contributions to Infrastructure Costs. Given that the City is planning for substantial residential growth in the Plan Area in part to accommodate the planned growth of Cal Poly Humboldt ~~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.

GA-11e. Multi-Modal System Improvements Funding. 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.

GA-11f. Align Utility Infrastructure within Circulation System. To the degree possible, locate new utility infrastructure within existing and planned circulation system rights-of-way.

GA-11g. ~~Green~~ Water Conservation Infrastructure. Continue to encourage the use of ~~green~~ infrastructure and practices that promotes efficient water and energy use such as rain barrels, green roofs, and retention structures. Encourage reduced water demand by requiring water-conserving design and equipment in new construction and

encouraging the retrofitting of existing development with water-conserving devices, along with water capture and conservation practices. See GA-11k.

~~**GA-11h. Natural Drainage.** 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.~~

GA-11i. Recreation Opportunities. Continue to consider recreational opportunities and aesthetics in the design of stormwater/retention, treatment, and conveyance facilities.

GA-11j. Low Impact ~~Desi~~gn. Development for Redevelopment. Encourage and incentivize opportunities to incorporate Low Impact Development in ~~both new construction and remodeling/renovation~~ redevelopment and other development exempt from MS4 permit requirements of existing structures and sites.

GA-11k. Incentivize Energy Efficiency and Electrification as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that exceed Title 24 and other State or local energy efficiency requirements and all new construction to be electric only, with limited commercial cooking exceptions.

GA-11l. Utility Undergrounding. Existing above-ground and new utilities shall be placed underground as feasible as determined by the City Engineer. Recognizing undergrounding is expensive and may affect affordability of housing, aesthetics of aboveground utilities shall be considered in project development.

IMP-GA 11.1 Sewer Pre-Treatment. Explore sewer on-site pre-treatment for high-strength and high-volume land uses as a project-specific Community Amenity.

IMP-GA 11.2 Infrastructure Financing. Prepare an itemized budget with projected costs necessary for planned infrastructure improvements and services within the Gateway Area, and potential sources of funding and cost-share opportunities (grants, taxes, bonds, developer financing, etc.). Consider a range of financing opportunities, including establishing an Enhanced Infrastructure Financing District over the Gateway Area, collaboration with Cal Poly Humboldt, pursuing state and federal grants or low interest loans, and other sources of revenue.



IMPLEMENTATION

Implementation Programs and Phasing

Implementation of this Plan will achieve the community's vision and goals for the Gateway Area. Many of the policies presented in the Chapters above will be implemented through the Gateway Zoning Code and the overall General Plan. In addition, several specific Gateway Area implementation programs are also presented in various policy chapters above. specific Implementation Program includes identification of City departments responsible for implementation and the approximate timeframe of implementation. Timing will be influenced by the availability of funding and prioritization of resources. City will regularly review this Plan to evaluate progress in implementing its goals and policies. As the Gateway Area grows and develops, the City will also consider amendments to this Plan.

Table 10: Implementation Programs, Responsible Parties, and Timing

Implementation Program		Primary Responsibility Party	Timeframe
Imp-GA-1.1	Gateway Zoning Code	Community Development Dept.	2022 to 2023
Imp-GA-1.2	Relocation Assistance	Community Development Dept.	
Imp-GA-2.1	Create Community Benefits Program	Community Development Dept.	2022 to 2023
Imp-GA-2.2	Review of Community Benefits Program	Community Development Dept.	2022 to 2042
Imp-GA-3.1	Housing Monitoring	Community Development Dept.	2022 to 2042
Imp-GA-3.2	Resident Relocation Assistance	Community Development Dept.	2024
Imp-GA 3.3	Business Relocation Program	Community Development Dept.	
Imp-GA-6.1	Parkland Dedications and Fees	Environmental Services Dept.	2023
Imp-GA-6.2	Open Space Concept Diagram Revisions	Environmental Services Dept.	2022 to 2042
Imp-GA 6.3	Public Open Space Acquisition Program	Environmental Services Dept.	
Imp-GA 6.4	Open Space Habitat Map and Potential Project List	Environmental Services Dept.	
Imp-GA-7.1	State and Federal Transportation Grants	Building and Engineering Dept.	2022 to 2042
Imp-GA-7.2	Circulation Projects in Capital Improvement Program	Building and Engineering Dept.	2022 to 2042
Imp-GA-7.3	Fair Share Contribution for New Development	Building and Engineering Dept.	2025
Imp-GA-7.4	Master Plan for Barrel District	Building and Engineering Dept.	
Imp-GA-11.1	Sewer Pre-Treatment	Environmental Services Dept.	
Imp-GA-11.2	Infrastructure Financing	Building and Engineering Dept.	

Key to Revisions (Font Color/Highlighting)

Proposed changes recommended by each committee are shown in underline/strikeout text with color coded committee text as follows:

Transportation Safety Committee
Parks and Recreation Committee
Creeks and Wetlands Committee
Forest Management Committee
Historic Landmarks Committee
Energy Committee
Economic Development Committee
Public member/entity
Staff edits



The End

This document is designed to be viewed digitally or printed double-sided.