

**From:** [REDACTED]  
**To:** [David Loya](#); [Delo Freitas](#); [Jennifer Dart](#); [Karen Diemer](#); [Stacy Atkins-Salazar](#)  
**Subject:** Cal Poly Paid Triple Appraised Value in Land Purchase | News | North Coast Journal  
**Date:** Thursday, September 01, 2022 8:20:55 AM

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<https://m.northcoastjournal.com/humboldt/cal-poly-paid-triple-appraised-value-in-land-purchase/Content?oid=24512930>

## Cal Poly Paid Triple Appraised Value in Land Purchase

### University dubs property 'vital' but won't say what it will be used for after outbidding nonprofit

Kimberly Wear September 01, 2022

Two months after officially becoming the state's third polytechnic university, Cal Poly Humboldt signed a March 22 purchase agreement for a 16-acre vacant lot on the eastern edge of the Arcata Bottoms, putting down a \$54,000 deposit on what campus officials have described as a "strategic" investment.

The parcel was apparently considered essential enough that the university made a cash offer of \$5.4 million without an appraisal contingency — ultimately paying more than three-times the land's estimated value.

"This was the best price that could be negotiated for the property," Cal Poly Humboldt spokesperson Grant Scott-Goforth said in an email when asked about the price. "In addition, it is a strategically valuable property for the university, given our need for space to grow as part of our polytechnic transformation."

That transformation includes sweeping plans for a host of new academic programs, more than \$680 million in infrastructure projects that will reshape the campus, a doubling of student enrollment over the next seven years and

nearly \$12 million for land acquisitions — one of many indications that more forays into the local real estate market are likely in Cal Poly Humboldt's future.

When and how the deal with seller Foster Avenue LLC — owned by Danco's Dan Johnson and Sun Valley Floral Farm's Lane DeVries — for 2000 Foster Ave. came together is not entirely unclear. Scott-Goforth declined to answer directly, citing the university's need to keep negotiations confidential, but said, "Once approached, we engaged in discussions, realized this property could benefit our university's transformation and proceeded with negotiations and eventual acquisition."

The purchase came as news to city officials and board members of a nonprofit that had been in talks with Foster Avenue LLC for well over a year, with the seller and the nonprofit having signed a non-legally binding letter of intent to work together in December of 2020. That was followed in January of this year with another letter of intent signed by both parties under which the nonprofit agreed to buy 12 acres for \$3 million with plans to develop a senior living community. But no formal contract was signed and, within months, Cal Poly Humboldt had agreed to pay nearly double the price.

According to board members of Life Plan Humboldt, which is now looking at other properties to build its age-in-place living community, talks stalled after the January letter of intent was signed but there was no communication about another party being interested until Cal Poly Humboldt's announcement that it had bought the property July 5, a few hours after a new deed was officially filed with the county Recorder's Office.

Scott-Goforth declined to state whether the university had been aware of the nonprofit's purchase offer, also citing the confidentiality of negotiations.

For years, plans for the site had centered on a proposed Danco project called Creekside Homes, which included a 32-house neighborhood, with the same number of accessory dwelling units, as well as a 100-bed memory care facility and 25 senior-only cottages.

Two years ago, the city and Foster Avenue LLC entered into a development agreement that included provisions that the LLC was to "pay certain fees for traffic impacts, wastewater treatment impacts and water storage impacts," according to the city, which then annexed the property from the county in March of 2021 to move the process forward.

"The intention was always that the site would be used for some form of housing," Arcata Community Development Director David Loya said. "However, the city is going through a new 20-year General Plan planning cycle and will have adequate lands designated for housing through that process. While the city will not likely have regulatory authority over any project that is designed and built by Cal Poly on the site, most of the infrastructure measures required of the Creekside project will be required of any project that is built on the site."

As of now, the 2020 development agreement remains on the books.

"The agreement hasn't terminated. It is still on title," Loya said. "It is unclear whether Cal Poly will be subject to any of its clauses. But it hasn't been removed or terminated."

What the university will not be paying is property tax, due to its exempt status as a public school, effectively removing \$53,000 annually from the local property tax rolls, according to a 2018 Fiscal Analysis done on the annexation.

When the university and Foster Avenue LLC first started talks is unclear but the timeline that is known comes from documents included with what's called a "due diligence" report that campus officials are required to file with the CSU Office of the Chancellor for review to receive approval for a land purchase.

The earliest document is a preliminary title report dated March 11, followed by the March 22 purchase agreement with a 67-day escrow period, which Scott-Goforth said was later extended, and then a March 31 appraisal report, which valued the land at \$1.07 million.

The due diligence process, according to Hazel J. Kelly, a spokesperson in the CSU Office of the Chancellor, includes examining "funding sources, title history, environmental review and assessment of structures, if applicable."

The goal, Kelly wrote in an email to the *Journal*, "is to ensure that the CSU is making an acquisition that is in the best interest of the university." But sometimes, she wrote, "the process is expedited and the due diligence investigation happens at the same time a transaction is moving forward."

Scott-Goforth said that was not the case for Foster Avenue and the escrow period allowed time for the university to "perform its due diligence," describing the three-months of study that went into the purchase as "typical of the CSU process."

The due diligence report itself is dated June 28, a day before CSU Assistant Vice Chancellor of Capital Planning, Design and Construction Elvyra San Juan finalized the purchase on behalf of the California State University Board of Trustees.

The report cites the campus' recent Cal Poly designation and the need for additional resources "to respond to an anticipated increase in enrollment and overall growth," describing the parcel as "positioned well as far as size and proximity to the campus." Additionally, the report notes the property has undergone numerous "site-specific special studies" during the annexation and development review processes.

It also states that while the current Facilities Master Plan from 2004 calls for the university to expand its "land holdings to support university growth" and focuses on properties that are "contiguous to the campus footprint," that "strategy has proven to be infeasible."

"The subject property allows flat, contiguous, buildable land within a mile of campus that meets the goals and intent of our master plan and current planning initiatives," the report states, noting "off-campus properties are appealing

because the current Cal Poly Humboldt campus proper is bound by forestlands to the east, Highway 101 to the west, and single-family neighborhoods to the north and south."

The university hasn't released any information on what might be built on the site.

"Cal Poly Humboldt knows this additional space for growth is needed. The University has not determined a specific use for the property at this time," Scott-Goforth said in response to a *Journal* inquiry about why the campus needed to buy the parcel. "It would be appropriate for a wide range of facility usages to support our polytechnic transformation; all of this parcel of land will be dedicated to projects and facilities in support of Cal Poly Humboldt's campus objectives."

In the July 5 announcement, Cal Poly Humboldt said the land "will be used to support any of a number of institutional priorities aligned with our polytechnic transformation" and "play a vital role in efforts to provide a positive, meaningful educational experience for students."

The university also stated it "continues to explore other property acquisitions that align with the educational needs of our students, as well as supporters and partnerships for a variety of efforts" and that the campus was "embarking on a comprehensive facilities planning effort" that will "help many stakeholders to engage in the long-term transformation of Cal Poly Humboldt's campus and off-campus sites."

According to the due diligence report, funding to acquire the Foster Avenue property was "identified from a combination of Housing and Parking Reserves," which CSU policy seems to indicate would require the property be used for one of those applications. The document simply describes the property's intended use as "undetermined."

Whatever development occurs, the university will follow requirements set

down by the CSU and the state of California, including CEQA compliance, according to Scott-Goforth and the due diligence report.

"Cal Poly Humboldt has been in touch with partners at the city of Arcata and others in the community and will continue to work with them," Scott-Goforth said.

*Kimberly Wear (she/her) is the digital editor at the Journal. Reach her at 442-1400, extension 323, or [kim@northcoastjournal.com](mailto:kim@northcoastjournal.com). Follow her on Twitter @kimberly\_wear.*

Alex Stillman



iPhone

**From:** Alex Stillman [REDACTED] >  
**Sent:** Thursday, September 01, 2022 7:05 AM  
**To:** David Loya; Delo Freitas; Jennifer Dart; Karen Diemer; Joe Mateer  
**Subject:** The five biggest myths of the Gateway Area Plan, and finding so lutions - Mad River Union

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<https://www.madriverunion.com/articles/the-five-biggest-myths-of-the-gateway-area-plan-and-finding-so-solutions/>

# **The five biggest myths of the Gateway Area Plan, and finding so lutions**

September 01, 2022

[REDACTED]

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It's fun to talk about dreams. The Gateway Area Plan has lots of goals. It's aspirational. But I'm a pragmatist. I want to talk about dreams that can really happen.

Arcata needs housing. We know that. Maybe the Gateway Plan could provide an answer. Maybe.

As it stands, the Gateway plan is a pile of contradictions, and it's up to the community to make some sense out of it all.

First, to clear up three misconceptions that are floating around.

- “Isn’t the Gateway plan a long way off, perhaps years?” It’s up to the developers when the apartments will be constructed. And the plan extends for perhaps 20 or 30 years into the future. But decisions are being made – right now – that will affect tens of thousands of Arcatans, now and forever.
- “The Gateway plan will be on the ballot, right? And we will vote on it?” No, not at all. The public does not vote on this, even though it will be the largest change ever in the history of Arcata. Even

the Planning Commission doesn't have a vote on this. The Planning Commission, the various Committees, City Staff and consultants, and the public (we hope) will all be making their recommendations. The Council will look at that, likely send it back with suggestions and requests for clarity, and then receive a revised version and vote on the plan.

Mayor Stacy Atkins-Salazar has recused herself from involvement in the Gateway process, as a requirement of the Fair Political Practices Commission. There's no ruling yet whether our newest (and most experienced) City Councilmember, Alex Stillman, may have to recuse herself also. Should that happen, that leaves just three voters. The yea-or-nay vote may be 3-to-0 or it could be 2-to-1. If coming from a 1-to-1 vote situation, then that third person swings it. And thus the fate of how Arcata will look and feel for the next 100 years will rest on the inclinations of one person.

- “Hasn’t it all been decided, and it’s too late for me to get involved?” and the flip side: “We don’t have to watch this now – the City Council vote is still six or eight months away.” No to both. The important matters have yet to be fully declared. And to wait until close to the end won’t work. A big plan like this has a form of inertia that makes it difficult to change course. If it’s going to be a successful plan, good decisions have to be made now.

## The Five Biggest Myths of the Gateway Plan

*1. Home ownership opportunities.* As David Loya, community development director, told the Planning Commission: “The City can’t regulate and say you have to build ownership opportunities here.” When meeting with the Humboldt Association of Realtors, they told him “there’s no way you’re going to get condominium projects.” So which is it? The draft plan states there will be home ownership. The conflict between what the plan states and what we’re being told is problematic. Building equity in a home that you own is likely not in the cards.

*2. Affordable Housing.* The Gateway plan envisions “thousands of housing units that are environmentally sustainable and affordable to people in all income ranges.” Some percentage, perhaps 20 percent, will be affordable. The rest will be market rate – which translates more into “what the market will bear.” The actual rental price is tied to the cost of construction, the interest rates, the desire of the developer to make a profit, and so forth. Will these be “affordable to people in all income ranges?” We need more details. And the higher prices will have the effect of encouraging rents elsewhere to go up.

*3. More apartments will cause rents to decrease, as the supply increases and the demand drops.* Building some apartments is better than building no apartments, but thinking that the construction of 500 or 1,000 or even 2,000 apartments is going to satiate the demand is simply false. The demand is not going away. When 184 apartments on Foster Avenue came online, did

that, as the planners tell us, “disrupt that market factor?” Local rents went up after those were built. Arcata is a great place to live and more and more people are discovering this and want to be here. That’s not going to change.

*4. Feasibility.* Studies on feasibility are not a part of the Gateway plan, yet the plan calls for up to 8-story buildings in the large “Key Opportunity Sites.” Can the soft mud-flat soil of the industrial area along Samoa Boulevard support tall buildings? Will the Wing Inflatables building be torn down so that 6- and 8-story buildings can be constructed there? I guess we’re just going to have to wait to find out. Without knowing what’s feasible, it is no plan at all.

*5. Infrastructure.* There may be 6,000 or 8,000 new people living in the Gateway area. There are disputes over the wastewater facility future capacity and what happens to the Arcata marsh if there’s greater sea level rise than anticipated. I leave those discussions to the experts. There are also questions about costs and capacities of police, fire protection (and other emergency needs), government services, medical care, schools, parks, and roads. And not to forget the people needed: police officers, teachers, medical personnel, and on and on. How are these issues being addressed? We’re in the dark.

*6. Surprise – There are even more myths!* Here are some:

- That there will be adequate on-street parking.
- That there will be sufficient parks for all the people there. • That there will be family-size apartments and not just mostly student-oriented studios and micro studios.
- That solar shading of existing homes and properties is not a problem.
- That walkability won’t be affected in winter when new buildings put streets in shadow and the sidewalks are dark and cold.
- That the L Street Pathway will be unchanged when a major route road is built next to it – or even that L Street can handle ambulances and fire trucks.

*Another myth? That I am against the Gateway Plan.* Untrue. I’m for it. I don’t want to slow down its acceptance – I want to speed it up. The plan as it is (and the way the process is going) cannot possibly in good faith be adopted. It will not provide housing for the people who want it and need it.

We need a better plan, far better. And that’s what we need to work on. Arcata, we can do better.

To aid in understanding the Gateway plan, I've put up a special page on [Arcata1.com](http://Arcata1.com) for *Mad River Union* readers. You can access it at [Arcata1.com/mru](http://Arcata1.com/mru) There you will find maps, aerial views, 3D modeling, videos, transcriptions of meetings, articles, editorials, commentary and more.

*Fred Weis started [Arcata1.com](http://Arcata1.com) out of concern that information needed for good decision-making was not being accurately supplied by our city government. Reach him at [fred@arcata1.com](mailto:fred@arcata1.com)*

Alex Stillman



iPhone

**From:** [REDACTED]  
**To:** [Alex Stillman](#); [Stacy Atkins-Salazar](#); [Stacy Atkins-Salazar](#); [Sarah Schaefer](#); [Meredith Matthews](#); [Alex Stillman](#); [Brett Watson](#); [David Loya](#); [Karen Diemer](#)  
**Subject:** Please think broader  
**Date:** Wednesday, September 07, 2022 10:12:48 AM

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Dear City Council and Staff -

I want to share a My Word I wrote last week, to bring forward the idea that while we may build some apartments in the Gateway Region, we should think broader and really consider the environment, the investment, and the experience we are promoting. I hope you will also consider a local housing program that will spread out students across Arcata, and help the town to grow in a more beautiful manner.

Duplexes in the neighborhoods could be designed to compliment the surrounds, and add beauty to the housing stock. Also, housing spread into the neighborhoods could provide a better chance for equity growth for new families.

My Word -

Housing in Humboldt. It's on everyone's mind, and Arcata may be a focal point. Cal Poly Humboldt (CPH) is projecting a 50% growth within 3 years, and a 100% growth within 7 years. With about 6,000 students today, we are looking to add 3-6,000 people to the local population. And this doesn't consider all the climate change migrants that will happen upon Humboldt County. So beautiful and cool, we were bound to be discovered.

The City of Arcata has been studying the 'Gateway' project -the redevelopment of important properties in the City, properties close to downtown, reasonably close to the university. I support some element of this development idea, I see that we could use our property better, for greater uses – and like the idea of retail on the first floor, and apartments above. Gaudi did it beautifully in Barcelona, Spain. Can we be as creative? Eight stories on a mudflat? Probably not.

Maybe we can think wider. I'm thinking about all of Arcata, and beyond.

Last year, California passed Senate Bill 9. This bill allows for single family lot-owners to build 2 primary units, and two accessory dwelling units on their property, plus they have the right to subdivide a single-family lot.

"Senate Bill 9 – the California Housing Opportunity and More Efficiency (HOME) Act streamlines the process for a homeowner to create a duplex or subdivide an existing lot. To be eligible for the streamlining provided by this bill, a parcel must meet a specific list of qualifications that protects historic districts, preserves the environmental quality and the look of communities, and prevents tenants from being displaced. Homeowners must comply with local zoning requirements when developing a duplex (height, floor area ratios,

lot coverage, etc.) as long as they do not physically preclude a duplex.”

Let's imagine that Arcata homeowners and CPH embrace this idea. Instead of over bidding on property (5.4 million for 16 acres of undeveloped land) to build big apartment structures, we could have a local housing program. I'm playing with numbers here for illustration, but imagine the University had a program that offered local single family lot owners \$50,000 to build a duplex on their property. CPH could have a few architect-designed options to fit into the local neighborhoods. This would be a legally agreed upon relationship between the landowner and the University that these duplexes are for CPH students for some given number of years.

I live in Sunnybrae, and as I walk around it's crosses my mind that this neighborhood could have double the population. If students lived in duplexes spread around the town, they would be integrated into the population. Their vehicles, if they bring them, could more easily be parked in the neighborhoods. The local bus system would be more robust, as there are more people to ride.

Moving students into big apartment buildings in Arcata, surrounded by many people from big cities will not allow young people to truly experience the beauty and culture of the North Coast. Cultural differences in a concentrated form will be more difficult to appreciate, whereas cultural differences in small measures will add color and vibrancy to the neighborhoods.

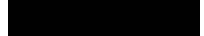
For more information on SB 9: <https://focus.senate.ca.gov/sb9>

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I am attending a Farm Dinner for the CR Agriculture program tonight, or I would be at your council meeting for public comment. Please don't fear SB 9. It is a more egalitarian method to develop housing stock, and as I mentioned - opens up opportunity for equity development.

Thank you for your service to the City.

Susan Ornelas



RECEIVED

SEP 7 2022

CITY OF ARCATA

MANAGER'S OFFICE

September 7, 2022 comments/letter by Lisa Pelletier  
Subject: Bring the Community Along with You! (re: Gateway Plan)

Dear Members of the Arcata City Council,

I'd like to start by thanking the staff, especially Community Development Director David Loya for all your hard work on the Gateway Plan, and for being very accessible and open to engaging with the public. That said, I concur with Planning Commissioner Kimberley White who mentioned that the Gateway Plan feels more like it's staff driven than led by community input. So my main request to you tonight is to bring us - the community - along with you!

There are a couple of ways you can accomplish this. First, while the city staff and certain council members may feel they have all the information they need to charge ahead with this plan, the community isn't all behind you, by any means. Please think about the 85 signatories to the letter by Responsible Growth Arcata, requesting an advisory board and better community outreach. Each one of those folks potentially represents hundreds, if not thousands of other Arcata residents who didn't get to sign the letter but might have had they known about it (like myself).

You just don't know unless you conduct a thorough survey that includes a wide cross-section of Arcata residents. We're trying to get that survey together right now. So I respectfully request that you wait to charge ahead, especially on key items like the number of stories (a key sticking point) until we can complete this survey. We aren't against the plan; we just want to take the time to get it right! Arcatans deserve that much. If you fail to do this, I suspect the residents will revolt (peacefully), and you may even face law suits.

We're also asking for an advisory board because this plan has too many impacts which should be looked at holistically, and not just steamrolled over. We've heard from staff, and now we want to hear from the experts about fire protection, climate and ecological impacts, sea level rise and our wastewater treatment plant, and whether it's wise or even feasible to build on mudflats.

Why are we asking for this? Well, as Fred Weis of Arcata1 put it, "What's missing in the Gateway Plan is the evidence that the Plan is fiscally responsible or feasible (i.e. wastewater, roads, traffic, schools, police, etc, etc)." For instance, there's an article in the North Coast Journal this week that discusses the serious shortfalls of the Arcata Fire Department to respond to fires and emergency calls. (Weinreb, Elaine. "Chipping Away." NCJ, Sept. 1, 2022) Assistant Chief Sean Campbell cites a host of grievances from a shortage of staff and equipment to lack of funding and adequate training with absolutely zero capacity to respond to fires in high-rise or mid-rise buildings (6 to 8 stories). The district doesn't even have a ladder truck!

So this begs the question: Why are you forging ahead with higher stories when you don't have a plan for this?? Also, we greatly admire our brave firefighters who put themselves

at great risk to protect us. Why make their job more difficult and dangerous? Why endanger the lives of people stuck in those tall buildings. You need a plan for how to fund our fire department, and can't necessarily expect to rely on taxpayers, because the property taxes (or going to taxpayers heart in hand), may not be sufficient.

Although city staff appears eternally optimistic that "as that growth happens in the population, tax revenues and employment base for public services will also grow." But that's not how the professionals in the fire department view it. As Arcata Fire Chief Justin McDonald noted in a staff report, "It should also be noted that rapid increase of student, staff and faculty population to our district will not be commensurate with the tax revenue the District can generate to cover staffing and equipment needs." Fair question: Why aren't you listening to your own experts?

Also, the Humboldt County Civil Grand Jury released its report this year ("The Sea Also Rises"). Have you read it? The report mentions that mega-flooding events are already with us:

"Even now we are witnessing 'bomb cyclones', extreme weather events like the massive storm that hit the Pacific Northwest last year resulting in major flooding. And if this isn't enough, the earth has a "moon wobble" problem. News reports in 2021 informed us that the moon wobbles back and forth on an 18-year cycle. At one side of the cycle the moon's gravitational pull on oceans is stronger than the other side. We are presently in the trough of the cycle where tides are mildly affected. By 2030, we will begin witnessing the peak of the cycle when tides will be larger and stronger resulting in more flooding along the earth's coastlines."

That's in as little as 8 years! Not to mention that King Tides and heavy rains are already causing problems with our aging treatment plant. So, do you have a plan for where to relocate the wastewater treatment plant? David Loya says that you do. But when I asked to see the maps for where the buildings, infrastructure and plant would be relocated, he said the city hasn't gotten that far yet. Maybe it's time you did, because we've got very little time, and that infrastructure may need to go in the southern half of the Gateway District, if that's even feasible.

Finally, I was highly impressed by Susan Ornelas's suggestion for an alternative to the Gateway Plan in her letter to the Mad River Union ("Add Color and Vibrancy." Mad River Union. Sept. 7, 2022). Apparently, the recently passed Senate Bill 9 would allow single-family lot owners to build two primary units and two accessory units to their property. And Susan says that this would help to integrate students into the community rather than just segregating them in one or two areas of the town. I think this is real "outside the box" thinking, that could potentially go a ways toward creating genuine equity in housing (if combined with rent stabilization). Please consider her ideas.

Like Fred Weis, I am concerned that our letters are not getting into the agenda packets, so I'm handing this in at the city council meeting tonight. Thank you for your consideration.

Sincerely, Lisa Pelletier (Arcata resident)

## Add color and vibrancy

Housing in Humboldt. It's on everyone's mind, and Arcata may be a focal point. Cal Poly Humboldt (CPH) is projecting a 50 percent growth within three years, and a 100 percent growth within seven years. With about 6,000 students today, we are looking to add 3-6,000 people to the local population. And this doesn't consider all the climate change migrants that will happen upon Humboldt County. So beautiful and cool, we were bound to be discovered.

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## LETTERS

difficult to appreciate, whereas cultural differences in small measures will add color and vibrancy to the neighborhoods.

For more information on SB 9: [focus.senate.ca.gov/sb9](http://senate.ca.gov/sb9).

**Susan Ornelas**

**Arcata**

MAD RIVER UNION

SEPTEMBER 7, 2022

# OPINION

this bill, a parcel must meet a specific list of qualifications that protects historic districts, preserves the environmental quality and the look of communities, and prevents tenants from being displaced. Homeowners must comply with local zoning requirements when developing a duplex (height, floor area ratios, lot coverage, etc.) as long as they do not physically preclude a duplex."

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Moving students into big apartment buildings in Arcata, surrounded by many people from big cities will not allow young people to truly experience the beauty and culture of the North Coast. Cultural differences in a concentrated form will be more

News

## 'Chipping Away'

ALREADY SHORT BODIES AND FUNDING, ARCATA FIRE CONTEMPLATES CAL POLY HUMBOLDT AND THE CITY'S TALL PLANS

By [Elaine Weinreb](#)

September 01, 2022

2 comments



Photo by Mark McKenna

Arcata Fire Protection District personnel at the scene of a fire in the 900 block of Bay View Street last year.

If you get in a wreck or have a heart attack, chances are the first rescuers on the scene will arrive in a big red firetruck. And if you live in Arcata or McKinleyville, at least one of those rescuers may well have been on duty for 72 hours straight. Hopefully, they will have had a chance to catch some sleep during the shift but there are no guarantees. With 309 calls for service in July, spread out among two fire stations, that averages five calls a day — or night — per station.

In a vacuum, one might see the district's staffing level and tight budget as cause for concern. But when coupled with the city of Arcata and Cal Poly Humboldt's ambitious plans for growth and development, existing concern could easily turn to distress.

At present, there are only four firefighters on duty at any given moment working for the Arcata Fire District, which, despite its name, covers the town of McKinleyville as well as Arcata, a total of about 27,000 people. It also covers Manila and Bayside, part of a sprawling district that extends from the Indianola Cutoff north to Clam Beach, and from the peninsula east to Fieldbrook. The district has been recruiting and hopes to add two more firefighters to its staff by mid-September, making a total of 18.

Currently, the station closest to the site of your personal disaster may well be standing dark when the call for service reaches a dispatcher. With only four live bodies available at any given moment, the district has had to close one of its three stations, since it takes two firefighters to operate a firetruck. There simply are not enough trained bodies to keep all three stations open at once.

The three stations are spread out across the district's two population centers, with one in downtown Arcata, another near the Mad River Hospital and the third near the McKinleyville Shopping Center. They are closed on a rotating basis. The extra minutes needed to drive the 4 or 5 miles to a more distant location can mean the difference between a fire that can be easily contained and one that has spread to other buildings — or in the case of a heart attack, those minutes can be the difference between life and death.

To make matters even more challenging, the Arcata Fire District has mutual aid contracts with many neighboring districts, which range in size from CalFire down to small rural districts like Fieldbrook. This works to Arcata Fire District's advantage when there is a big fire within its boundaries, but it also means its crews are expected to contribute to the effort if that fire is in another community, reducing local coverage even more.

Once the district has hired its two new firefighters, it will be able to keep all three stations open — as long as nobody calls in sick.

The state of the equipment used to fight fires and perform rescues is almost as alarming as the shortage of personnel. At an Aug. 23 talk given to the McKinleyville Municipal Advisory Committee, Assistant Chief Sean Campbell gave the grim details: A wildland engine, despite having been thoroughly vetted by a team of mechanics, blew a head gasket after only 30,000 miles. The cost of repair is estimated at \$30,000.

"We have an engine that's been out of service in West Sacramento for six months that we're finally getting back," he said. "We just got the call that it's ready. Unfortunately, we have one

that we're taking down to swap out with it that will likely be out of service for six months, based on all that we've experienced there."

Even the district's Chevy Impala, used for fire prevention efforts, recently blew its engine, Campbell said.

"We did actually get to a point in June where we had to borrow an engine from Blue Lake because we were out of apparatus," he added.

"The good news is we have our new engine coming in December, as scheduled, so our goal when we get that engine out of West Sac is that will give us an engine at each station but no reserves. ... We're trying to get ahead of that and we're slowly making progress, but it's one of those two-steps-forward and three-steps-backward situations. We'll just keep chipping away at it."

What really has district administrators worried, however, are plans proposed by both the city of Arcata and Cal Poly Humboldt to dramatically increase the number of residents in the area. If enacted, Arcata's Gateway Plan, which seeks to redevelop 138 acres near downtown into mostly large-scale residential development, would result in a substantial population increase over the next 20-plus years. According to Arcata Development Director David Loya, the city's population is projected to grow from roughly 19,000 today to 27,000 — a more than 40-percent increase — by 2045.

"As that growth happens in the population, tax revenues and employment base for public services will also grow," he said.

Randy Mendosa, president of the Arcata Fire District Board of Directors, has reservations.

"We are not against either project," he stated in a phone interview with the North Coast Journal. "But we do want to make sure that we can service them with adequate personnel."

The basic problem has to do with funding. The Arcata Fire District does not have access to sales taxes. It is funded through property taxes, which include the Measure F funding mechanism passed in 2020. The economic growth anticipated by Loya would result in increased sales taxes and, although some increase in property taxes is likely as developers construct new buildings, Mendosa doubts it would in any way match the district's needs.

This is especially true when it comes Cal Poly Humboldt's plans, which have the university doubling over the next seven years, bringing about 5,600 new students to campus. Because they would be state owned, any buildings constructed by Cal Poly for student housing (or anything else) do not pay property taxes to the city or county, and therefore don't contribute to the

Arcata Fire Protection District's finances. In fact, if the university continues to purchase and develop off-campus Arcata property, that will shrink the district's property tax base.

Mendoza said so far university officials have not seemed to comprehend the problem, or have been unwilling to address it. In an email to the North Coast Journal, Cal Poly Humboldt spokesperson Aileen Yoo said the university provides annual financial support to the Arcata fire district and that the safety of students is the university's primary concern. She did not go into further details.

"We value our partnership with the fire district and the city of Arcata and look forward to more discussions about the importance of evolving our infrastructure to benefit the entire community," Yoo said.

The university is receiving \$458 million from the state to help it make the transition from HSU to Cal Poly Humboldt but, under California law, as a special district, the fire district can't receive any of those funds, Mendosa said. The district expects to meet with Cal Poly next month.

One way to put the district on stronger financial footing might be for it to join forces with its neighbors. Humboldt County Fifth District Supervisor Steve Madrone, who campaigned vigorously for the passage of Measure F, said in an email he has "been involved in discussions about consolidating fire services in [the] north coastal county."

Fire Chief Justin McDonald said he has had preliminary discussions with seven neighboring agencies about potential consolidations but said he does not believe the finances would pencil out.

Another worry for the fire district is that the height of new buildings may exceed the capacity of its equipment to reach the uppermost stories. The Gateway Plan, which has not yet been adopted, includes five-, six-, seven- and eight-story buildings, while the Arcata Fire Protection District no longer owns a ladder truck.

"We had a ladder truck but no time to train employees to use it," said Mendosa. "We had near-miss accidents. And the vehicle was getting very old. So we sold it."

But Mendosa said even with training, the vehicle was of limited use, since six firefighters is simply not enough bodies to fight a fire in a building of that height.

"The cost of the truck itself is the least of the expenses," he said. "The truck would cost about \$1 million. It takes four trained people to operate it. That means we would have to hire another dozen people to have staffing available 24 hours a day, a cost of about \$1 million per year."

McDonald said if there was a serious fire in a high-rise building, it would have to be fought from the inside, with firefighters using the stairwells. With California workplace safety standards requiring two firefighters present outside a burning building for every two inside, McDonald said such a scenario would require up to 42 firefighters — more than are currently available in all northern districts combined.

The district asked the city officials to be included in Arcata's decision-making process for the Gateway Plan. The city, said Mendosa, is unlikely to approve high-rise buildings despite their possible inclusion in the draft plan, but some in the process have been vocal about maximizing the potential of the in-fill development, which would require tall apartment buildings. Cal Poly Humboldt, meanwhile, gets to make its own decisions, answerable only to the California State University system. Yoo, however, did not think this would be a problem. She pointed to the university's plans to develop the Craftsman's Mall property near campus into student housing as an example.

"The University has been and will continue to consult with the Arcata Fire Department about future planning and construction," she said. "Humboldt consulted with Arcata Fire on the schematic plans for the building, and we have a letter of conformance for this project."

Yoo added that the planned housing complex does not constitute a "high-rise" building and its total height will be less than 75 feet.

"The University was intentional to not design high-rise buildings to keep them in alignment with the size and scope of others on campus, such as our Behavioral and Social Sciences (BSS) building," Yoo continued. "Likewise, the [Craftsman Mall] complex will be built to the highest degree of fire safety standards, including full concrete and steel structures with a full sprinkler system."

Campbell is retiring in September, though he said he's not done with firefighting and plans to stay on as a volunteer. At the McKinleyville Municipal Advisory Committee meeting, Campbell was given flowers and cards, and introduced his replacement, Chris Emmons, formerly of Humboldt Bay Fire.

A few months after Emmons steps into his role as second in command and the district's new firefighters come on board, Cal Poly Humboldt is slated to break ground at the 10.7-acre Craftsman Mall site, commencing a \$125 million project to add 800 beds to its housing stock. Around the same time, the Arcata Planning Commission and City Council are expected to begin review of the Gateway Plan.

— *Elaine Weinreb (she/her) is a freelance journalist. She tries to re-pay the state of California for giving her a degree in environmental studies and planning (Sonoma State University) at a*

## Keala Roberts

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**From:** Steve Railsback <[REDACTED]>  
**Sent:** Wednesday, September 07, 2022 4:22 PM  
**To:** COM DEV  
**Subject:** Request to include letter in Planning Commission meeting packet

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

Hello:

I am asking that you include the email below in the Planning Commission Agenda Packet for their September 13th meeting. I sent it to all City Council members on August 18th.

Thank you.

Steve Railsback

//////////

Subject: Support for proposed Gateway Plan Advisory Committee

Date: Thu, 18 Aug 2022 15:54:17 -0700

From: Steve Railsback <[REDACTED]>

To: SAtkinsSalazar@cityofarcata.org, SSchaefer@cityofarcata.org, MMatthews@cityofarcata.org,

ASStillman@cityofarcata.org, bwatson@cityofarcata.org

CC: kdiemer@cityofarcata.org

Dear Arcata City Council members:

I am an Arcata resident and business license holder, and served on the Energy Task Force that preceded the permanent Energy Committee.

I support the proposal for a Gateway Plan advisory committee (or task force) that Scott McBain and Responsible Growth Arcata made at last night's (17 August) Council meeting. I am not part of that group and not deeply involved in the Gateway Plan controversy, but my experience with the Energy Task Force makes me believe that a formal body for citizen input would be a very good thing. I say this for two reasons.

First, Arcata is blessed with a wealth of professional expertise in many fields relevant to the Gateway Plan, and its citizens are unusually willing to volunteer their time and expertise. The Gateway Plan is bound to encounter a wide variety of serious issues and potential obstacles, from traffic and parking to soil and seismic issues, sea level rise, wetlands, wastewater and stormwater management, etc. As Mr. McBain pointed out, there is currently not a way for interested and informed citizens to provide substantive help on these issues. The Energy Task Force was successful because the Council selected its members to include a diversity of interests and technical expertise, and because its members worked productively with staff.

Second, a clear route for serious citizen input is essential for the Gateway Plan to gain credibility and acceptance in the community. My strong perception is that many residents applaud the Plan's goals but many also see it as being pushed by insiders intent on removing obstacles to profitable development. The controversy over recusal at last night's meeting perfectly illustrates the kinds of trust issues the Plan now has. An advisory committee could make it clear to the

community that key decisions are not being made behind closed doors by people with vested interests, and could turn skeptics into enthusiastic participants. Without such a committee, it's hard to see how the Plan could be anything but divisive.

I understand the concerns about duplicating the roles of existing commissions and committees, but please keep in mind that the proposed Gateway Plan would have a uniquely large impact on the future of Arcata.

It is not an everyday planning issue, but a proposal to profoundly change our town. In the past, task forces and advisory bodies have been essential to successes like the Marsh and the Energy Authority that we're all proud of. If the Gateway Plan is to turn into something that makes Arcata proud, instead of being seen as a way for developers to avoid oversight, it needs substantial input and expertise from the community.

It seems like exactly the kind of big issue for which past advisory committees and task forces have been invaluable.

Thank you,

Steve Railsback

--

Steve Railsback

Lang Railsback & Associates  
Arcata, California

## Delo Freitas

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**From:** Chris Richards <[REDACTED]>  
**Sent:** Wednesday, September 07, 2022 12:38 PM  
**To:** David Loya; Karen Diemer; Sarah Schaefer  
**Cc:** Scott McBain  
**Subject:** Fw: PDF letters that connected with the Advisory Committee  
**Attachments:** Finney-Brad-2022-08-08-pro-Advisory-Committee.pdf; King-Greg-2022-08-09-pro-Advisory-Committee.pdf; Finney-Brad-2022-08-15-pro-Advisory-Committee.pdf; Honoroff-Faye-2022-08-01-pro-Advisory-Committee.pdf; Honoroff-Faye-2022-08-05-pro-Advisory-Committee.pdf; Laird-Aldaron-2022-08-09-pro-Advisory-Committee.pdf; Klein-Randy-2022-08-10-pro-Advisory-Committee.pdf; Meserve-Dave-2022-08-09-pro-Advisory-Committee.pdf; Railsback-Steve-2022-08-18-pro-Advisory-Committee.pdf; Rehg-Nancy-2022-08-15-pro-Advisory-Committee.pdf; Stockwell-Bob-2022-08-03-pro-Advisory-Committee.pdf; RGA-2022-08-05-Advisory-Committee-82-signers.pdf; Warner-Ann-2022-08-16-pro-Advisory-Committee.pdf; Estetter-Laura-2022-08-10-pro-Advisory-Committee.pdf; White-Kimberly-reply-to-Finney-Brad-2022-08-08-pro-Advisory-Committee.pdf

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

Hello David-

I'm sending you a group of letters (emails) that would be appropriate to be included in the agenda packet for the next Sept. 13th, 2022 Planning Commission meeting. All but one have been sourced from the City's web site out of the Aug. 1-22 group of public correspondence. The Steve Railsback letter was sent to the city around 8/18/22 and is a really great letter that should be included as well. I would guess you were already going to include these letters as part of your normal process but it never hurts to send a quick email to insure the letters are included.

Thanks and give me a holler if you have any questions and to confirm that my request is appropriate.

Regards- Chris

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

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

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

Thank you,  
Laura Estetter

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

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Arcata Planning Commission Members

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

Thanks for considering this request.

Brad Finney

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

## **Delo Freitas**

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

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

Arcata Council Members and Staff

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

Thanks for considering this request.

Brad Finney

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

## Delo Freitas

---

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

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

Dear Interested Parties,

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

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

Sincerely,  
Faye Honorof

## Keala Roberts

---

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

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

Dear Interested Parties,

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

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

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

Thank you,  
Faye Honorof

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

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

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

Arcata Planning Commission

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

Thank you so much for your service.

Greg King

—  
Greg King  
President/Executive Director  
Siskiyou Land Conservancy  
[REDACTED]

Arcata, CA 95518  
[REDACTED]

[https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.SiskiyouLand.org&c=E\\_1\\_gds8FqfkRgPOGNuYrqmQwRJpDefd6b0CdR3QlDOZxI9E0ZcGKw6PkO8KTirk\\_8IpAddA16ZBVW98xo9Wv18IGe5EHGHSbOvE6sxHnCBeM&typo=1](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.SiskiyouLand.org&c=E_1_gds8FqfkRgPOGNuYrqmQwRJpDefd6b0CdR3QlDOZxI9E0ZcGKw6PkO8KTirk_8IpAddA16ZBVW98xo9Wv18IGe5EHGHSbOvE6sxHnCBeM&typo=1)

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

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

Dear Planning Commissioners:

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

Thank you,

Randy Klein

[REDACTED]  
Arcata, CA 95521

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

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

Julie and Commissioners,

As a former Commissioner I don't want to take up much of your valuable time before tonight's meeting. I would like to ask that you support the formation of a Gateway Plan Advisory Committee.

Sincerely, and thank-you for the hard work that you do!

Aldaron

Aldaron Laird  
Senior Environmental Planner  
[REDACTED]  
[REDACTED]

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

---

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

Thanks,

Christian

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

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

Hi Christian,

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

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

Thank you for all your work on the Commission

Dave Meserve

August 18, 2022

Dear Arcata City Council members:

I am an Arcata resident and business license holder, and served on the Energy Task Force that preceded the permanent Energy Committee.

I support the proposal for a Gateway Plan advisory committee (or task force) that Scott McBain and Responsible Growth Arcata made at last night's (17 August) Council meeting. I am not part of that group and not deeply involved in the Gateway Plan controversy, but my experience with the Energy Task Force makes me believe that a formal body for citizen input would be a very good thing. I say this for two reasons.

First, Arcata is blessed with a wealth of professional expertise in many fields relevant to the Gateway Plan, and its citizens are unusually willing to volunteer their time and expertise.

The Gateway Plan is bound to encounter a wide variety of serious issues and potential obstacles, from traffic and parking to soil and seismic issues, sea level rise, wetlands, wastewater and stormwater management, etc.

As Mr. McBain pointed out, **there is currently not a way for interested and informed citizens to provide substantive help on these issues**. The Energy Task Force was successful because the Council selected its members to include a diversity of interests and technical expertise, and because its members worked productively with staff.

Second, a clear route for serious citizen input is essential for the Gateway Plan to gain credibility and acceptance in the community.

My strong perception is that many residents applaud the Plan's goals but many also see it as being pushed by insiders intent on removing obstacles to profitable development.

The controversy over recusal at last night's meeting perfectly illustrates the kinds of trust issues the Plan now has. **An advisory committee could make it clear to the community that key decisions are not being made behind closed doors by people with vested interests, and could turn skeptics into enthusiastic participants.**

Without such a committee, it's hard to see how the Plan could be anything but divisive.

I understand the concerns about duplicating the roles of existing commissions and committees, but please keep in mind that the proposed Gateway Plan would have a uniquely large impact on the future of Arcata. It is not an everyday planning issue, but a proposal to profoundly change our town.

In the past, task forces and advisory bodies have been essential to successes like the Marsh and the Energy Authority that we're all proud of. If the Gateway Plan is to turn into something that makes Arcata proud, instead of being seen as way for developers to avoid oversight, it needs substantial input and expertise from the community.

It seems like exactly the kind of big issue for which past advisory committees and task forces have been invaluable.

Thank you,

Steve Railsback

--

Steve Railsback

Lang Railsback & Associates

Arcata, California

## Delo Freitas

---

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

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

Mayor Stacy Atkins-Salazar

736 F Street

Arcata, CA 95521

Mayor and Councilmembers,

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

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

Sincerely,

Nancy Rehg

[REDACTED]

Arcata, CA 95521



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

Historically, the City of Arcata's finest large-scale infrastructure projects and long-range planning accomplishments have relied on community-based processes, wisdom, innovation, and can-do spirit.

Today, the City of Arcata needs to finalize a high-quality Gateway Plan that best reflects the community's long-range visions, its priorities for the future, and its values in terms of future development.

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

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

## Recommended GPAC Structure:

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

## Justification:

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

## What the GPAC Would Do:

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

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

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

*The 82 signatories below support this request:*

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

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

## **Delo Freitas**

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

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

Dear public officials,

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

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

Sincerely,  
Bob Stockwell  
Arcata resident

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

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Hello Council members and city staff,

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

Respectfully submitted,  
Ann Warner  
Arcata, CA

**From:** Kimberley White [kwhite@cityofarcata.org](mailto:kwhite@cityofarcata.org)

**Date:** August 9, 2022 09:22:58

**Subject:** Re: support for the proposed Gateway Plan Advisory Committee

**To:** Brad Finney [REDACTED]

Brad,

Thank you for your input on the advisory committee and thank you for your work on the wastewater treatment plant advisory committee in the past. I agree with you, a task-force/committee is essential as we move forward with the Gateway Area Plan. It will actually speed up the process in the long run preventing both log jams and public mistrust. Transparency and community "buy in" is key. More than community "buy in", it should be community driven with recommendations given to staff, City Council and the Planning Commission.

When I attended Cal Poly Humboldt, where I received my MA in Sociology, my thesis project was directed by "participatory" action research where the client or project was driven by community stakeholders. I am really hoping our City Council will consider the importance of bringing in the voices of the community as well as the diverse expertise our incredible community has to offer.

As you pointed out, the water treatment plant citizens advisory committee is a perfect example and it is has served us well now for over 35 years. I am looking forward to hearing what such a committee can do with our next big project, the Gateway Area Plan.

In solidarity,

Kimberley White

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**From:** Brad Finney [REDACTED]

**Sent:** Monday, August 8, 2022 10:45:19 PM

**To:** Julie Vaissade-Elcock <[julieve@cityofarcata.org](mailto:julieve@cityofarcata.org)>; Scott Davie <[sdavies@cityofarcata.org](mailto:sdavies@cityofarcata.org)>; John Barstow <[jbarstow@cityofarcata.org](mailto:jbarstow@cityofarcata.org)>; Christian Figueroa <[cfigueroa@cityofarcata.org](mailto:cfigueroa@cityofarcata.org)>; Judith Mayer <[jmayer@cityofarcata.org](mailto:jmayer@cityofarcata.org)>; Dan Tangney <[dtangney@cityofarcata.org](mailto:dtangney@cityofarcata.org)>; Kimberley White <[kwhite@cityofarcata.org](mailto:kwhite@cityofarcata.org)>; Jennifer Dart <[jdart@cityofarcata.org](mailto:jdart@cityofarcata.org)>

**Subject:** support for the proposed Gateway Plan Advisory Committee

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Arcata Planning Commission Members

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

Thanks for considering this request.

Brad Finney

--

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

## Delo Freitas

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**From:** Colin Fiske [REDACTED]  
**Sent:** Monday, September 12, 2022 11:04 AM  
**To:** John Barstow; Scott Davies; Christian Figueroa; Judith Mayer; Dan Tangney; Julie Vaissade-Elcock; Kimberley White  
**Cc:** David Loya; Delo Freitas  
**Subject:** Gateway Decision Points

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Planning Commissioners,

Tomorrow (Tuesday, 9/13), you will once again discuss the draft Gateway Area Plan. Following up from your August 23rd Joint Study Session with the City Council, staff are asking you to vote tomorrow on recommendations to the Council on two topics: (1) Maximum building heights in each proposed district; (2) A process for continuing public engagement and development of the form-based code to implement the Plan.

CRTP strongly supports staff's request for the Commission to vote on recommendations on these two topics tomorrow night, in order to provide clarity to the public on the status of this critical planning process. In particular:

1. We ask that the Commission support the maximum building heights already contained in the draft Plan for each district, with one caveat: as noted in our December 13, 2021 comment letter, we suggest that the 8 story maximum proposed for the "Barrel District" also (or instead) be allowed in the "Gateway Hub," which is geographically and symbolically the heart of the area, and which has a lower long-term risk from sea level rise. We also recommend a minimum height of 3 stories throughout the Gateway Area to ensure enough density to support real walkability.
2. We request that the Commission provide a clear timeline for finalizing review and approval of both the Gateway Area Plan and the form-based code to implement it. We also support a request to Council for additional funding for targeted outreach during this time period to underrepresented groups such as students, low-income people, renters, people of color, Spanish-speaking people, and people who are currently priced out of the Arcata housing market but would like to live here. This kind of outreach is most effective when it invites people to participate on their own terms, in venues which are comfortable to them, and staff have shown that they understand these principles and have already done admirable work in this regard.

We **do not support** the creation of a new task force or committee (which would do nothing to lower barriers to public participation or ensure more representative input) nor the commissioning of a new poll or survey (which tend to have built-in biases based on methodological limitations and which, despite what some have said, cannot be designed to provide conclusive, "scientific" findings on complex and context-dependent topics like land use planning).

Please feel free to reach out if you would like to discuss any of these issues further. Thank you.

--  
Colin Fiske (he/him)  
Executive Director  
Coalition for Responsible Transportation Priorities  
[www.transportationpriorities.org](http://www.transportationpriorities.org)

Mobile: [REDACTED]

**From:** [REDACTED]  
**To:** [David Loya](#)  
**Subject:** Support for Gateway Area Plan  
**Date:** Monday, September 12, 2022 9:16:35 PM

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Dear Planning Commissioners (BCC'd),

I'm writing to express my support for proceeding with the Gateway Area Plan. To protect our open spaces that make Arcata so unique we need to build up where we can. While this is only one element of the entire plan, I must clearly state my support building 6-8 stories in the Barrel District and the other proposed height limits.

City of Arcata staff have done an incredible amount of public outreach over the past couple years and the fact there is so much public discourse reflects that. There are a lot of key decisions to still be made around design, amenities, etc. but I hope the Planning Commission can provide clear support for this plan and its mission to provide more housing for a variety of incomes.

I also support using existing committees and the planning commission for any additional input needed for plan. Sometimes that plaza task force is cited as an example to replicate in this situation but I would argue that we have a clear committee structure with seasoned members in place for land use, transportation, parks, etc. Whereas the plaza task force reviewed options for community events and programming along with some minor changes to the built environment. It also didn't require the same level of subject matter expertise and time commitment. As you all can relate, it can take quite some time to become familiar with principles of land use planning and city processes.

Thank you all for your service to our community! It's hard work and can be thankless at times. But I hope you feel fulfilled by your public service, it's truly honorable work and we benefit from your dedication.

Thank you,  
Sofia

**From:** [REDACTED]  
**To:** [John Barstow](#); [Scott Davies](#); [Christian Figueroa](#); [Judith Mayer](#); [Dan Tangney](#); [Julie Vaissade-Elcock](#); [Kimberley White](#); [David Loya](#); [COM DEV](#); [Delo Freitas](#); [City Manager's Office](#)  
**Subject:** SB1000 info for the Gateway Area Plan/General Plan for Planning Commission staff and City leaders  
**Date:** Tuesday, September 13, 2022 11:27:55 AM

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SB 1000-Environmental Justice in Local Land Use Planning. "Environmental justice" is defined in California law as the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies. (Cal. Gov. Code, § 65040.12, subd. (e).)

(a) A land use element that designates the proposed general distribution and general location and extent of the uses of the land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, and other categories of public and private uses of land. The location and designation of the extent of the uses of the land for public and private uses shall consider the identification of land and natural resources pursuant to paragraph (3) of subdivision (d). The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan. The land use element shall identify and annually review those areas covered by the plan that are subject to flooding identified by flood plain mapping prepared by the Federal Emergency Management Agency (FEMA) or the Department of Water Resources.

A noise element that shall identify and appraise noise problems in the community. The noise element shall analyze and quantify, to the extent practicable, as determined by the legislative body, current and projected noise levels for all of the following sources:

(A) Highways and freeways.

(B) Primary arterials and major local streets.

Noise contours shall be shown for all of these sources and stated in terms of community noise equivalent level (CNEL) or day-night average sound level (Ldn). The noise contours shall be prepared on the basis of noise monitoring or following generally accepted noise modeling techniques for the various sources identified in paragraphs (1) to (6), inclusive.

The noise contours shall be used as a guide for establishing a pattern of land uses in the land use element that minimizes the exposure of community residents to excessive noise.

California Environmental Quality Act & Environmental Impact Report. The study is based on standard checklists covering topics such as air quality, traffic, and noise. The environmental effects of a project will cause substantial adverse effects on human beings, either directly or indirectly. The EIR shall also analyze any significant environmental effects the project might cause or risk exacerbating by bringing development and people into the area affected. The Noise Element is required by California cities and counties (Government Code Section 65302) It falls under the California General Plan Guidelines. Local governments must analyze and quantify noise levels, and the extent of noise exposure, through actual measurements. Under Government code section 65302(f) Noise Element Requirement primary arterial and major streets such as H and 16<sup>th</sup> streets, G street, K street, to be monitored and noise research be done such as Average daily level of activity (traffic volume per days of the week, and seasonal variations. Distribution of activity over day and night time periods, day of the week, and seasonal variations. Average noise level emitted by the source. City of Arcata 3.1.1 Noise Element. Within the Noise Element of the General Plan, it specifies an exterior noise standard of 60 dB CNEL and an interior noise standard of 45 dB CNEL for multi-family residential. The Secretary of Interior's Standards for the treatment of Historic Properties, Preserving windows, and the relation to noise/environment for Historic Neighborhoods and houses, circulation systems, such as roads and streets. The Circulation system of traffic flow using the H street and G street for exiting and entering 101 North freeway is a disaster. The quality of life for people living on these busy streets in the future will be unbearable with the increase in air pollution and noise. This is a violation of SB1000 Environmental Justice in local planning.

The Gateway Area Plan must do an EIR on the noise exposure from the addition of thousands of more vehicles using the major streets H & 16<sup>th</sup> streets, G street, 8<sup>th</sup> and 9<sup>th</sup> Streets, K street and Alliance Road. Government section 65302(f)Noise Element Requirement primary arterial and major streets that falls under the California Environmental Quality Act and the California General Plan Guidelines.

In the near future Cal Poly Humboldt is building additional housing for 2,400 students with the goal of building additional housing in the future.

Craftsman Student Housing the project will resemble prior planning infill housing at the site. Total project budget 150 million. Planned opening Dec 2024

Library Circle Student Housing, Health, and Dining Building & Parking Structure. Total Project budget 175 million. Planned opening August 2026

Campus Apartments Student Housing and Parking Structure. Total project budget 110 million. Planned opening August 2026.

All of these projects at Cal Poly and the 3,500 units Gateway Area Project will be putting too much traffic, noise and air pollution on the North-town and Downtown of Arcata. Look at how the California courts ruled in the Berkeley vrs Berkeley case regarding CEQA requirements and the inadequate environmental impact report addressing polluting neighborhoods with traffic and noise. After air pollution, noise is the second biggest environmental factor causing health problems, increasing the risk of cardiovascular disorders, high blood pressure, sleep disruption, hearing loss, and heart attacks. Noise exposure has also been linked to cognitive impairment and behavioral issues in children. All people have the right to a reasonably quiet environment.

A safety element for the protection of the community from any unreasonable risks associated with the effects of seismically induced surface rupture, ground shaking, ground failure, tsunami, seiche, and dam failure; slope instability leading to mudslides and landslides; subsidence; liquefaction; and other seismic hazards identified pursuant to Chapter 7.8 (commencing with Section 2690) of Division 2 of

the Public Resources Code, and other geologic hazards known to the legislative body; flooding; and wildland and urban fires. The safety element shall include mapping of known seismic and other geologic hazards. It shall also address evacuation routes, military installations, peak load water supply requirements, and minimum road widths and clearances around structures, as those items relate to identified fire and geologic hazards. Tsunami Mapping page 7 for Arcata.

[https://nctr.pmel.noaa.gov/tsu400/documents/Course\\_1\\_Day\\_2/Session\\_11/NCEE\\_patton\\_dengler.pdf](https://nctr.pmel.noaa.gov/tsu400/documents/Course_1_Day_2/Session_11/NCEE_patton_dengler.pdf)

Upon the next revision of a local hazard mitigation plan, adopted in accordance with the federal Disaster Mitigation Act of 2000 (Public Law 106-390), on or after January 1, 2017, or, if a local jurisdiction has not adopted a local hazard mitigation plan, beginning on or before January 1, 2022, the safety element shall be reviewed and updated as necessary to address climate adaptation and resiliency strategies applicable to the city or county. This review shall consider advice provided in the Office of Planning and Research's General Plan Guidelines and shall include all of the following:

A vulnerability assessment that identifies the risks that climate change poses to the local jurisdiction and the geographic areas at risk from climate change impacts, including, but not limited to, an assessment of how climate change may affect the risks addressed to the Arcata WasteWater Treatment Plant and Gateway Area Plan. The Humboldt County Grand Jury reports that Antarctica could disintegrate with in ten years leading to flooding the roads to the Arcata Wastewater Treatment Plant and creating an island.

<https://coast.noaa.gov/slris/#/layer/slris/-13813859.28977252/4993173.846714883/14/satellite/none/0.8/2050/interHigh/midAccretion>

The Best,

Gregory Daggett

## Delo Freitas

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**From:** Ann Lindsay [REDACTED] >  
**Sent:** Monday, September 12, 2022 11:48 AM  
**To:** John Barstow; Scott Davies; Christian Figueroa; Judith Mayer; Dan Tangney; Julie Vaissade-Elcock; Kimberley White  
**Cc:** David Loya; Delo Freitas  
**Subject:** Gateway decision points

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

Tomorrow (Tuesday, 9/13), you will be discussing the draft Gateway Area Plan including (1) Maximum building heights in each proposed district; (2) A process for continuing public engagement and development of the form-based code to implement the Plan.

1. I support the maximum building heights already contained in the draft Plan for each district to ensure enough density to support real walkability.
2. I **do not support** the creation of a new task force or committee nor the commissioning of a new poll or survey. Such surveys tend to have built-in biases and do not provide conclusive, "scientific" findings on complex topics like land use planning. Ann Lindsay MD

**From:** [REDACTED]  
**To:** [David Loya](#); [Jennifer Dart](#)  
**Subject:** Planning Commission Comments  
**Date:** Tuesday, September 13, 2022 12:31:59 PM  
**Attachments:** [9\\_13 Planning Commission Comments.docx](#)

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Hello, David/Jen,

Attached are comments I plan to deliver at tonight's Planning Commission meeting. I would appreciate it if you would send these to the Planning Commission members as soon as possible so they have time to read them prior to the meeting, and also include them in the public record.

Julie reviewed them and asked me to send them to you to be distributed. I plan to zoom at the meeting, so if you could hand out printed copies to the Commissioners, I would appreciate it. I'm hoping to help them organize their discussion. Guess I'll see if it helps.

Thank you!!  
Please confirm receipt.

Jane

### **Sept 13 Comments to Planning Commission**

I've reviewed John Barstow's comments on categorizing the amenities by topic area, with issues posed under each category. That is a potentially very useful way to proceed. And I recommend that the Planning Commissioners review/amend/add as needed to his draft list of issues and categories and prioritize them in terms of importance.

I'd also like to recommend the following process for tackling each amenity issue, regardless of topic being addressed.

- 1) First, determine if the amenity is already required by the existing Zoning Code or current State law/regulations, and thus not an amenity at all. Staff can assist in that determination.
- 2) Determine if the amenity is of sufficient importance to meet the City's goals and objectives that it should be an objective standard/zoning requirement (vs. a negotiable amenity).
- 3) Determine the value of each amenity to Arcata (both economic and social), while taking into consideration the value placed on it by individuals in the visioning process and other polling.
- 4) Rank the amenities in terms of their relative value to the City. Potentially relate that value according to building type and district location.
- 5) Determine the potential economic cost to the developer of each amenity proposed, and whether it would likely make the proposed project too expensive for the developer (e.g, the requirement for a green roof, or platinum building standards).
- 6) Determine who should be negotiating these amenities with the developer, and at what phase in the development process.
- 7) Make those valuations available for public comment, and amend based on public review.
- 8) Publish these valuations for developers seeking building projects.

Thank you for your consideration.

Jane P. Woodward

## Delo Freitas

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**From:** James Becker [REDACTED]  
**Sent:** Wednesday, September 14, 2022 3:42 PM  
**To:** Netra Khatri  
**Cc:** David Loya; Emily Sinkhorn; Julie Vaissade-Elcock; Sarah Schaefer  
**Subject:** Re: To TSC Chair Dave Ryan in support of the L Street Linear Park for the September 20, 2022 TSC meeting

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Sent from my iPhone

On Sep 14, 2022, at 3:28 PM, James Becker [REDACTED] wrote:

Hello TSC Chair Dave Ryan

I'm writing you concerning the L Street Corridor Rails to Trails path in Arcata. Many Community members want to utilize the rail banked easement and open spaces to enhance the L Street Corridor into a Linear Park/ Greenbelt. I've contacted a number of state and federal officials who are knowledge on the Great Redwood trail and have offered me guidance on the expected outcome of Rails to Trails and Rail Banking. I have expressed my concerns about the city's intent, and our community groups vision for a rails to trail linear park. The eventual destination of the Great Redwood Trail is to the Blue Lake, so this morning I contacted the representative for Blue Lake segment of Annie and Mary's Rails to Trails. Our community group has started a petition for the formation of an L St Linear park and to abandon the through road expansion proposal. We strongly oppose the road expansion because it would pave over a large portion of open space and wetlands. Below you will find my letter to the Arcata Planning Commissioners ahead of the September 13 meeting. Finally, Myself, my wife our community group and much of the community strongly support the August 2,2022 TSC recommendation for an L Street Linear Park and to abandon the L St as a through road. Your prescription and supportive language was powerful.

Thank you

Jim Becker

Hello Commissioners

I request of commissioners to pretend you are viewing a proposal for a through road on L St and The L Street Linear for the first time.

I recommend the L Street Linear park as the best use for the present L Street Rails to Trail corridor, rather than a through road. I have been in touch with some of the state and federal agencies that govern rails to trails and rail banking. Through some conversation I have developed a better understanding of the desired outcomes for Rails to Trails at the state and federal level.

Rail banking on the L Street Corridor should be applied to its primary intended purpose, which is rails to trails with improved recreation. The outcome of Rails to trails, should improve the quality of a trail corridor not degrade it.

Presently the city is proposing rail banking for a road expansion, that will pave over open spaces and wetlands. The unpaved areas of L Street are open space that can be enhanced into a Linear Park. Some areas are dirt lots, some are existing grass. The rail corridor proper and its easement represent a blank slate that stretches from Alliance Rd to Samoa Blvd. The wetlands I mentioned above, are not necessarily ESHA, but they are identified by CA Fish and Wildlife as an active frog breeding habitat and is in the coastal boundary.

The language of the Gate way Draft refers to much of the L St corridor as "blight". In addition to coining such terms as "Low Quality" and "High Quality" wetlands. Giving carts blanc to a road expansion, paving over wetlands and open spaces. The very same open spaces that can enhance a Green Belt.

I ask of Planning Commissioner to consider the enhancement the L Street Corridor into a linear park. Also, to honor the same request presented at the August 3 meeting of the Arcata Transportation Safety Committee. Language which includes making L Street a linear park ,and also to abandon the proposal of L Street as a through road.

The L Street Corridor is an existing easement that will be enhanced with rail banking. Something that is in line with the intent of the Great Redwood Trail. Potential parks within the proposed 135 acres of the Gateway Area are expected to be provided through the option of privately owned public spaces. There is no guarantee of this option if the developer chooses a different pathway, and the liability of this type of public space is not clear.

The L Street Linear Park represents a welcome mat for the future Great Redwood. Trail. A trail that will be accessed by residents of Arcata, Humboldt County, California and beyond.

Thank you

Jim Becker

## Delo Freitas

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**From:** Fred [REDACTED]  
**Sent:** Wednesday, September 14, 2022 4:58 PM  
**To:** Engineering Dept; Melanie Dabill; David Loya; Sarah Schaefer  
**Subject:** for Transportation Safety Committee from Fred Weis Sept 14, 2022  
**Attachments:** MRU article Fred Weis - L Street Pathway and Park -2.pdf

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

for: Transportation Safety Committee  
from: Fred Weis  
Sept 14, 2022

1. Attached PDF is the article appearing in the Mad River Union, September 14, 2022, written by me.  
Title: L Street Pathway and Park, or another major road?
2. I have put together a page for the Transportation Safety Committee on the [Arcata1.com](http://Arcata1.com) website. The website includes transcriptions of portions of your meetings and many articles with maps and photos of key areas which the Committee is involved with. This section will be updated with new articles as they come in.

This can be reached in several ways, so take your pick. You can type or click on:

[arcata1.com/tsc/](http://arcata1.com/tsc/)

[arcata1.com/union](http://arcata1.com/union)

[arcata1.com](http://arcata1.com) and use the menu: Gateway > Latest Articles-TSC Portal > Transportation Safety Committee.

Other areas of the [arcata1.com](http://arcata1.com) website may interest you also.

3. Of particular interest may be:
  1. [Dave Ryan says: Abandon the L-K Street Couplet. Embrace the L Street Linear Park and Pathway.](#) From the August 2, 2022 meeting
  2. [Can L Street be built? Does Arcata have the property rights?](#)
  3. [L Street – Proposed design](#)  
and more.
4. I am close to completion of the transcription of the portion of the January 18, 2022 Transportation Safety Committee meeting in which the L Street - K Street Couplet is first discussed. This was just six weeks after the release of the December 2021 draft Gateway Plan. This transcription will appear -- with the audio track so you can listen and read it -- later this week.

In this transcription, Dave Ryan says:

I think it'd be a missed opportunity to turn this into a people-gathering place for bikes, walkers. I see cafes there in the future, bakeries, little music venues, kids on bikes, parks, parklets, outdoor tables, and then at night it turns into ... It transforms.

There's lighting and there are people coming through and walking and having dinner and bringing their relatives from out of town on a great walk through there, **and they're not dealing with cars.**

**This is an opportunity to really put our money where our mouth is in terms of making it a little less of a car-centric area.**

Thank you for your work. As you know, what your cCommittee does is vital to our community. If you wish to contact me, please do. I can be reached at: [REDACTED] or at: [REDACTED] If there is information or a particular map or aerial view that would be helpful for you, please do ask.

Thank you.

-- Fred Weis

The following article by Fred Weis is to appear in the Mad River Union in the September 14th issue. Please also see [arcata1.com/union](http://arcata1.com/union) for other articles about the L Street Pathway and Park.

## Our choice for Arcata: L Street Pathway and Park, or another major road?

It's a question of priorities. What do we want to see in Arcata? Do we make our roads better for cars, or do we make the Gateway area better for people? Yes, it is that simple.

The draft Gateway Plan proposes we split the traffic that's now on K Street and put the southbound traffic onto a newly-created L Street.

Newly-created? Isn't there a road on "L Street" now? Nope. Take a walk there and check it out for yourself.

L Street south of Alliance is the old Annie & Mary train line. There's a 10-block paved bike-and-walking trail, as part of the Great Redwood Trail rail-to-trail program. These days the "road" is a single-width strip, a total of 4-1/2 blocks, in three sections. You can't drive from section to section. *It has never been a through-road.*

The Gateway Plan idea is this: K Street would be a one-way, one-lane street, northbound from Samoa Boulevard to Alliance Road. By removing one traffic lane and one parking lane, there'd be plenty of room for wide sidewalks and a separated one-way bike lane. Left-turn lanes would help with traffic flow, and bulb-outs extending into the street would make pedestrian crossings shorter and safer.

The southbound traffic would be routed onto a new road alongside the L Street Pathway. There'd be a non-dedicated two-

way bike lane that doubles as a sidewalk – not ideal for either the bicyclists or the pedestrians. A strip of trees between the road and the pathway. Otherwise about the same as K Street.

*I thought we weren't going to create any new roads.* Well, in this case, the planners are making an exception.

Yes, there are advantages to splitting the traffic onto the two streets, one north and one south. Those are listed in the draft plan, and the engineers hired as consultants will praise this design. But let's look at some other factors.

- The current L Street Pathway is a treasure. If you haven't seen it or been there, you really must go. A particularly pleasant part of the L Street Pathway is along the Creamery Building, with sculptures and outdoor seating and picnic tables and shade trees. It's a part of where Creamery street fairs and festivities take place and it's used every day by people out for a stroll.
- Picture the traffic headed south on K Street, coming off Alliance: Cars, motorcycles, pickup trucks, delivery trucks, a semi-truck. Now imagine all that traffic alongside a pathway where people meet to sit, eat, read, talk in normal voices, and even listen to the birds in the trees. With grass and trees (or maybe a hedge) between the pathway and the road, the engineers tell us, it will all be okay. No, no, no. Putting in a road there ruins the pathway. It would be a sidewalk next to a street. If you'd walk along K Street now, that's what it would be.
- A Linear Park would be a jewel for Arcata. An area for us to enjoy every day and a noted destination for visitors. The redevelopment that the Gateway Plan promotes on those parcels along the Pathway/Park would have small shops and restaurants on the ground floors – all pedestrian-friendly and car-free.
- Across the country (and all over the world) cities are taking out asphalt in order to create parks for people. We're seeing this in Ukiah, in Portland, in New York, in Chicago, in Atlanta, in 15 locations in cities in the Bay Area. It's a definite positive people-friendly trend, and an encouragement for a walkable community. Through strong past efforts we already have the makings of a wonderful

Linear Park. We already have what other cities are striving for. Why throw this opportunity away?

- The Gateway Plan is promoted as supporting non-vehicular transportation. Anything else exposes yet another of the many contradictions of the plan. Will Arcata become walk-and-bike friendly or not?
- The Gateway Plan also calls for a park within 200 yards of housing. An L Street Linear Park running the length of the Gateway Area gives a good start to that goal.
- Putting a road on L Street -- in order to make traffic flow better on K Street -- is a car-centric approach to problems that can be dealt with in other ways. As to the difficulty of crossing K Street, that issue also can be improved through better design, like bulb-outs and designated crossing lights.
- Ideally in 20 or 30 years there will be less intense vehicle traffic, as the promise of walkability in the Gateway Plan comes through and smaller self-driving “pod” vehicles become more the norm. But if a roadway is constructed on L Street – and car-oriented buildings are built on that street – that road will be there for a long, long time. The height, mass, orientation, and purpose of those buildings will be based on facing a road, not facing a park.
- On a one-lane street, what happens to the cars behind a delivery truck – like a UPS truck with lots of stops? With parked cars on one side and a row of hedges or trees on the other, there’s no place to pass and so traffic is stuck. In 2003 there was a movement to make H Street and G Street be one-lane so the sidewalks can be widened. The same delivery truck issue was pointed out, and, as you can see, it did not happen.
- *Crucially:* A major problem with ambulances and emergency vehicles. On the new L Street as designed, the only place a car can pull over is onto a side street. Other than that, if an ambulance or a fire truck is behind you, there’s nothing you can do – and there’s nothing they can do.
- There is strong evidence that an L Street roadway simply cannot be built. At the north end of the L Street corridor, the City does not have the rights of way to build a road

there. And the word I've heard is: They are not going to get the rights. So is it time for an eminent domain taking of that private property? We'll see.

Dave Ryan, Chair of the Transportation Safety Committee, had a strongly-worded accounting of his reasons for keeping the L Street Pathway and creating a linear park – and ditching the idea of making L Street into a road. This was all part of the Transportation Safety Committee's August 2, 2022 recommendation to the City Council to give up the idea of L Street for southbound traffic. His full statement can be found at: [arcata1.com/union](http://arcata1.com/union)

## **What you can do**

- Learn more to make an informed choice. See the maps, aerial views, articles, and transcripts and videos of meetings about the L Street Pathway and Park.
- Read and watch Dave Ryan's talking points on preserving the L Street Pathway.
- There are only three members of the City Council who will be voting on Gateway actions. Write to them and express your opinions.
- If you agree that a less car-centric and more people-oriented approach is the way to go, consider signing the petition that's being started by local citizens.

Links for all this and more are found at the Mad River Union readers' page at: [arcata1.com/union](http://arcata1.com/union)

*Fred Weis started Arcata1.com out of concern that information needed for good decision-making was not being accurately supplied by our City government. He can be reached at fred@arcata1.com*

## Delo Freitas

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**From:** Fred [REDACTED]  
**Sent:** Wednesday, September 14, 2022 5:27 PM  
**To:** Kimberley White; David Loya; Judith Mayer; Julie Vaissade-Elcock; Dan Tangney; Scott Davies; Christian Figueroa; John Barstow  
**Subject:** Gateway new district map, and other links - from Fred Weis  
**Attachments:** Aerial2-north-New-District-w-labels.jpg; Aerial2-north-New-District-without-pink.jpg; Aerial2-north-New-District-no-labels.jpg

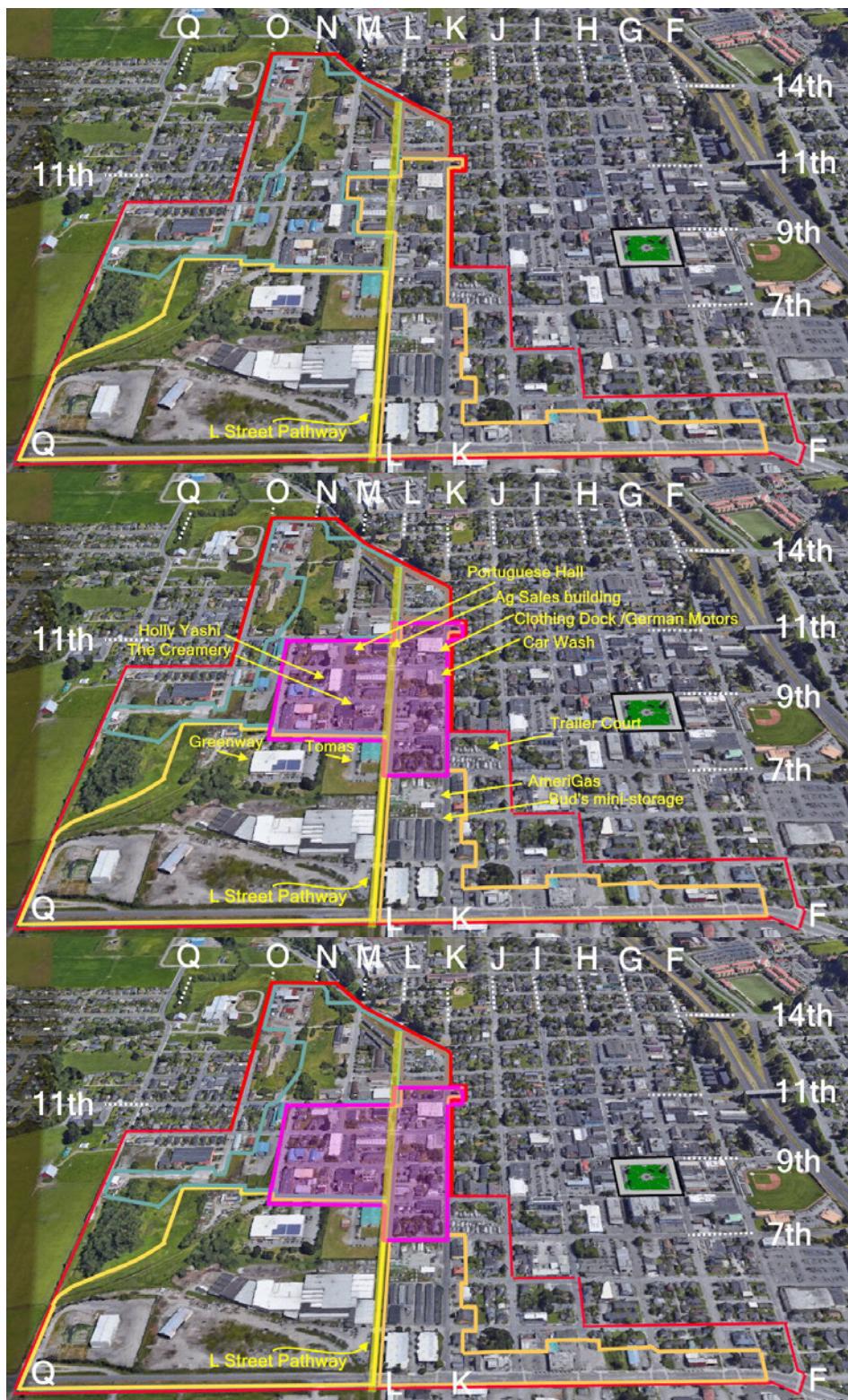
**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello --

Last night's meeting was, I feel, fruitful and productive in many ways. Thank you.

1. From the article: Maps: Building Height Districts  
Link: <https://arcata1.com/maps-building-height-districts/>  
  
To be very clear: **This is a trial map, put here as a starting point to work from.**
2. Attached are JPGs from the article.
3. I have put up a portal page for the Planning Commission and the City Council.  
It can be reached easily at this link: <https://arcata1.com/pc/>  
or by typing: [arcata1.com/pc](http://arcata1.com/pc)  
or at [arcata1.com](http://arcata1.com)  
on the menu: Gateway Plan > Latest Posts - CC-PC-TSC Portals > For the Planning Commissioners and City Council  
and Gateway Plan > Latest Posts - CC-PC-TSC Portals > Articles for PC & CC
4. As we all know, you are dealing with a complex set of issues here. If I can help you in some way, with research or the presentation of a map or modified aerial view, please feel free to ask.

-- Fred Weis  
[REDACTED]



## Delo Freitas

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**From:** Jennifer Dart  
**Sent:** Monday, September 19, 2022 3:57 PM  
**To:** Delo Freitas  
**Subject:** FW: from Fred Weis - Questions about non-conforming business use

To keep you in the loop.

**Jennifer Dart**  
*Community Development Deputy Director*  
*City of Arcata- [www.cityofarcata.org](http://www.cityofarcata.org)*  
*736 F Street, Arcata, CA 95521*  
*Phone: (707) 825-2112*

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**From:** Fred [REDACTED]  
**Sent:** Monday, September 19, 2022 10:09 AM  
**To:** David Loya <dloya@cityofarcata.org>; Jennifer Dart <jdart@cityofarcata.org>  
**Cc:** Julie Vaissade-Elcock <julieve@cityofarcata.org>  
**Subject:** from Fred Weis - Questions about non-conforming business use

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

Hello, David and Jen --  
(and cc'd to Julie)

These questions came up with four different people last week. Some of this, Jen, you went over in your presentation to the Economic Development Committee back in May. I thought I knew the answers, but now I'm not so sure, so I am asking the two of you for clarity. The questions are below.

**The public's confusion over non-conforming business use seems to continue**, regardless of your outreach on this issue. I can point people to the SIRP FAQ page, but it seems that some people are distrustful of what is there. Here's what's there, with highlights added:

Those few legal non-conforming businesses with low-employment—such as ministorage and natural gas distribution (some of which consume entire City blocks)—would be encouraged to relocate to other parts of the City under the Gateway Zoning Code. However, **they would be allowed to stay in place for as long as they continue operations**. Gateway Plan policy will be revisited to ensure this intent is clarified. **Existent non-conforming uses would be allowed to rebuild if destroyed, but would generally not be allowed to expand, and would lose non-conforming status if the business ceased to operate for 12 months.** There may be exceptions made to non-conforming businesses that wish to expand with the added provision of housing.

Thank you for your answers here. Your responses don't have to be lengthy -- actually, the shorter the better, in some ways. Or perhaps provide two sets of answers: A one- or two-sentence answer (as in the FAQs) and a paragraph-length answer, if that is what is needed for clarification.

Thank you for your work and your involvement. I have said this before and may say it again: We have our differences, but at the heart of it all we want a good plan -- or superb plan -- for Arcata. Some people may regard me as a nay-sayer or against progress or whatever but that is not how I feel about what I'm doing. I appreciate your work, and I am optimistic that the efforts of the many people involved will converge into forming a great plan.

On the questions below, I originally wanted this simply to be able to give an accurate viewpoint in situations where I've been asked. But it might be a good article, to use as a reference -- because people are going to keep asking this, and the City's FAQs are not enough.

By the way, I really do feel that the university (or the State) should be contributing at least a few million dollars toward this redevelopment process. David, when you say that we don't have enough money for this or that, it really bothers me. I want to get the money, so the Community Development Department can do a good job.

Thank you,  
-- Fred

### Questions on non-conforming business use.

Some of these have come from real-life questions that have been asked of me, for my opinion. Rather than speculate, I bring these questions here to you for discussion.

We know that we're dealing with a draft plan, the language may change, we don't know all of what will be specified, and so forth.

On a general basis:

1. Will a business that is either non-conforming now or would become non-conforming after the passage of the Gateway Plan be allowed to continue its business.
2. Would a non-conforming business that has been in continuous operation be allowed to sell the business **as a business**, and the new owner be allowed to continue to operate the business, with the same guidelines and restrictions to the business as existed for the previous owner (the seller).
3. If the business is to be relocated, and assuming relocation funding is available, would the business have to be relocated in the city limits of Arcata to be eligible for the funding, or could it be in Eureka, or in Humboldt County.
  1. Perhaps a little trickier: If relocation is not desired (for whatever individual reasons), would funds be available to just "retire" the business. On the one hand, to end the business doesn't keep the employment (except there may be a need for that business, and so a start-up might occur). On the other hand, if an owner is getting along in age, he/she might have been happy to continue in the same location but would have no interest in relocating. Could there be a 5 or 10 year phase-out for a business in such a situation?
4. For a non-conforming business, would there be any difficulty or issues obtaining what we can call standard minor building permits for either building maintenance (e.g. water heater, furnace, roof) or typical business needs (fence, shed, new electrical panel).
5. Same question as above, but with what would be seen as a major improvement to the property. At the September 13th meeting, David, you brought up the process by which an auto shop could potentially add a new service bay onto their auto shop -- that it could go through a standard planning commission

review process. (You proposed that a new service bay would likely be approved, but of course there is no guarantee of that.)

6. Any other questions that have come up for you, if you'd like to include here.

Thank you.

## Delo Freitas

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**From:** Nancy E Pelletier [REDACTED]  
**Sent:** Monday, September 19, 2022 3:02 PM  
**To:** Stacy Atkins-Salazar; sshaeffer@cityofarcata.org; Brett Watson; mmathews@cityofarcata.org; Alex Stillman  
**Cc:** David Loya; Karen Diemer; Kimberley White; Julie Vaissade-Elcock; Jmayer@cityofarcata.org; John Barstow; Scott Davies; cfigueroa@cityofarcata.org; dtagney@cityofarcata.org  
**Subject:** Goal of making City Pedestrian & Bicycle friendly

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

Dear Members of the City Council, Mayor Salazar, Vice Mayor Shaeffer,

I understand that one of the goals of the Gateway Project is to encourage residents to "get out of their cars" and walk or ride bicycles instead, which the City has been discussing for many years. There is a major problem with this plan that has never been solved!

The streets of Arcata are too narrow and the solution ( in the GP) of making K & L Streets one -way will not solve the problem for the present population, which will only be exacerbated by the expected increase in population in the future! (For which the whole Gateway Project is being designed)!

The situation for Pedestrians is not too bad for much of the downtown area, which has sidewalks. The situation for bicycles is extremely Dangerous!

Examples of Very Dangerous situations for bicycles:

H Street: Parking is allowed on both sides of the street with a "bike lane" painted outside of parked cars on one side of the street. Autos, trucks, etc. are expected to negotiate around the parked cars & bikes along 2 very Narrow lanes! If one is driving a very small car I suppose this works, but for full-sized pick up trucks, vans, SUVs, busses and delivery trucks this is a nightmare!!

The DMV says by law we need to give a 3 ft. clearance when passing a bicycle! How is this possible if driving a large vehicle?

This situation exists all the way from Sunset Blvd. to Wildberries Market. (Along H St.)

The same situation is repeated on G St. from the Plaza all the way to Sunset, again.(minus the Bike lane). And on K St. from Samoa Blvd. to 11th St.

Also with parking on both sides of the street, a blind spot is created for cars and pedestrians entering or trying to cross K St.

Solution:

One suggested solution is to create satellite parking lots in strategic spots Outside of the downtown area. Then run Shuttle busses at frequent intervals during peak times.

Another solution is to create Seperate bike/ pedestrian lanes from the streets. But I will discuss this in a separate email.

Respectfully submitted,

Nancy Pelletier  
Arcata resident

## Delo Freitas

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**From:** Scott McBain [REDACTED] >  
**Sent:** Wednesday, September 21, 2022 4:17 PM  
**To:** David Loya  
**Cc:** Karen Diemer; Sarah Schaefer; cjr丰富sauto@sbcglobal.net; Info  
**Subject:** Updated PowerPoint summary of potential improvements in Gateway Plan Public Engagement Process  
**Attachments:** Gateway Plan Advisory Committee-Planning Commission Sept 27 DRAFT.pdf; Potential Priority Issues Table V3.docx

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

Hi David,

Could you include this DRAFT in the Planning Commission agenda packet for next week? It is our understanding that there likely won't be a lot of discussion about this during the next meeting, but just in case, we wanted to give you the latest draft, as well as a potential table of Priority Issues. Below is the message we'd like to include in the packet. Let us know when you think this will be up for discussion next. Thanks!

Scott

**Scott McBain**

(cell)

To Planning Commissioners, David Loya and Karen Diemer:

Attached is a revision of the PowerPoint presentation of proposed public engagement strategies for an improved Gateway Plan that we presented at your August 9 meeting. We've revised it to reflect the discussion you had at your September 13 meeting, as well as our group discussion on September 7. We realize you may not have the opportunity to discuss this revised presentation at your September 27 meeting due to an otherwise full agenda, but we wanted to give you the opportunity to review this in advance and be able, using the issues table attached in this email, to indicate which issues are a high priority. At the bottom of the chart are a few empty lines where you can place other Priority Issues you think merit review, and below that is a potential ranking process for the Planning Commission to prioritize the issues.

If you do this prioritizing work prior to the Planning Commission meeting, the results can be summarized and made available for discussion at that meeting. You can then make plans to obtain the technical assistance you determine as a group to be useful as you proceed with review of the Draft Gateway Area Plan. This process should not slow down your work, but will hopefully accelerate it by providing you the information you need to make well-informed decisions. Hopefully, staff will be able to print out 11" X 17" versions of this table for you, or we can pass out hard copies at your September 27 meeting.

Scott McBain  
Chris Richards  
Jane Woodward

#	Potential Priority Issue to Address	Priority Category	Topic Workgroup or Individual Specialists	Types of expertise	Notes
1	Fire services for taller buildings (equipment, staffing, street widths, Arcata versus CPH needs, etc.)			Fire Chief	To address fire support feasibility and one-time and on-going costs for services, including CPH
2	Form-Based Code and Objective Standards			Planning Commission	This is too big of an issue for a Topic Work Group to SOLVE and City has a consultant who is developing the Form-Based Code. The Topic Work Group could help compile and frame information (including surveys and professional input) as a report to assist in the development of Objective Standards and Form-Based Code. Research examples of communities similar to Arcata that have implemented form-based codes and look at 3-D models of possible building types (e.g., with setbacks, solar, rooftop gardens, balconies, etc.) that could be considered by Arcata for inclusion in Arcata's proposed Form-Based Code. Could also review and rank-order value of amenities associated with Form-Based Code that would justify increasing building height or density.
3	Effect of new state development laws (AB 2011, SB 6) on Gateway Plan			Planner, attorney	Assess likely changes to the Gateway Plan, particularly some of the zoning change needs
4	Affordability of housing for a range of incomes (rental)			Housing and developer experts	Could be grouped together with #5 (ability to get equity of new housing)
5	Ability to get equity of new housing (ownership opportunities)			Housing and financing experts	Could be grouped together with #4 (affordability of housing for a range of incomes)
6	Engineering feasibility of various building heights			Geotechnical engineer, architect, builder	Based on well-known general soil characteristics, water levels, and building technologies, address costs and engineering tradeoffs of different building heights at locations within the Gateway area
7	Develop Arcata population expectations and associated housing needs, including CPH needs and housing projects and timeline for Arcata			City staff, CPH staff	Finish up work done to date and summarize in short report, with uncertainties noted
8	Arcata Wastewater Treatment Facility capacity and long-term planning			City staff, wastewater engineers	Reiterate timeline for upgrades and future increase in capacity. Address possible need for future AWTF relocation and alternative discharge location. Evaluate potential land needs in Gateway area
9	Sea Level Rise and shallow groundwater planning and adaptation			Sea Level Rise expert, planner, infrastructure engineer	Summarize expected Sea Level Rise forecasts and uncertainties, develop planning/design criteria and timeline, may need to refine Sea Level Rise Adaptation Strategy in the Local Coastal Element
10	Business development plan for Gateway area			EDC member, developer, Chamber of Commerce member	Consider plans for business incubator zone(s), new STEM businesses that build from CPH, develop a business plan that has better balance with housing and higher-paying jobs
11	L Street Pathway			Parks and open space and mobility experts	Consideration of a linear park. Linked to parks, recreation, mobility, etc.
12	Parking and traffic plan			Traffic and parking experts	Could be grouped together with #13
13	Biking and pedestrian plan			Non-vehicle transportation experts	Could be grouped together with #12
14	Fiscal impacts to City			City Finance Director	Could just be done by City Finance Director rather than a Topic Work Groups, but learn from other communities. Will be done in EIR, but need initial evaluation for feasibility now
15					
16					
17					

**SUGGESTED DIRECTIONS FOR USING PRIORITY ISSUES TABLE**

- 1) For each issue, in the first blank column under Priority Category, place a "1" for each issue (preferably no more than 5 of them with a "1" ranking) that you consider to be a high-priority for review by either a Topic Work Group (Option 2), or by 2 or more of individual Topic Specialists (Option 4).
- 2) In the second blank column, under Topic Work Group or Individual Specialist, indicate either Technical Work Group (TWG) or Topic Specialist (TS) to indicate which option you prefer to address the Priority Issue.
- 3) If you think no additional expert opinion is required, mark the Priority Issue with an "X."
- 4) There are blank lines at the bottom allowing you to add Priority Issues you think should be addressed by the Planning Commission.

We are sending this to you both as a PDF and as an editable file so you can make desired changes or insert the types of specialists that you'd prefer.

**DRAFT**

# Proposed Public Engagement Strategies for an Improved Gateway Plan

Refinements after August 23 Joint Study Session and  
September 13 Planning Commission Meeting

September 27, 2022

DRAFT

# Potential Solutions (all overseen by Planning Commission)

OPTION 1:  
Current Proposal

**Advisory Committee  
(7-9 members) with  
Topic Work Groups**

Preferred by RGA

OPTION 2:  
No Advisory Committee

**Topic Work Groups  
(3-5 members,  
~10 topics)**

Preferred by RGA

OPTION 3:  
No Advisory Committee,  
No Topic Work Groups

**Individual  
Specialists  
only**

Less preferred by RGA

OPTION 4: Hybrid of Option 2  
and Option 3

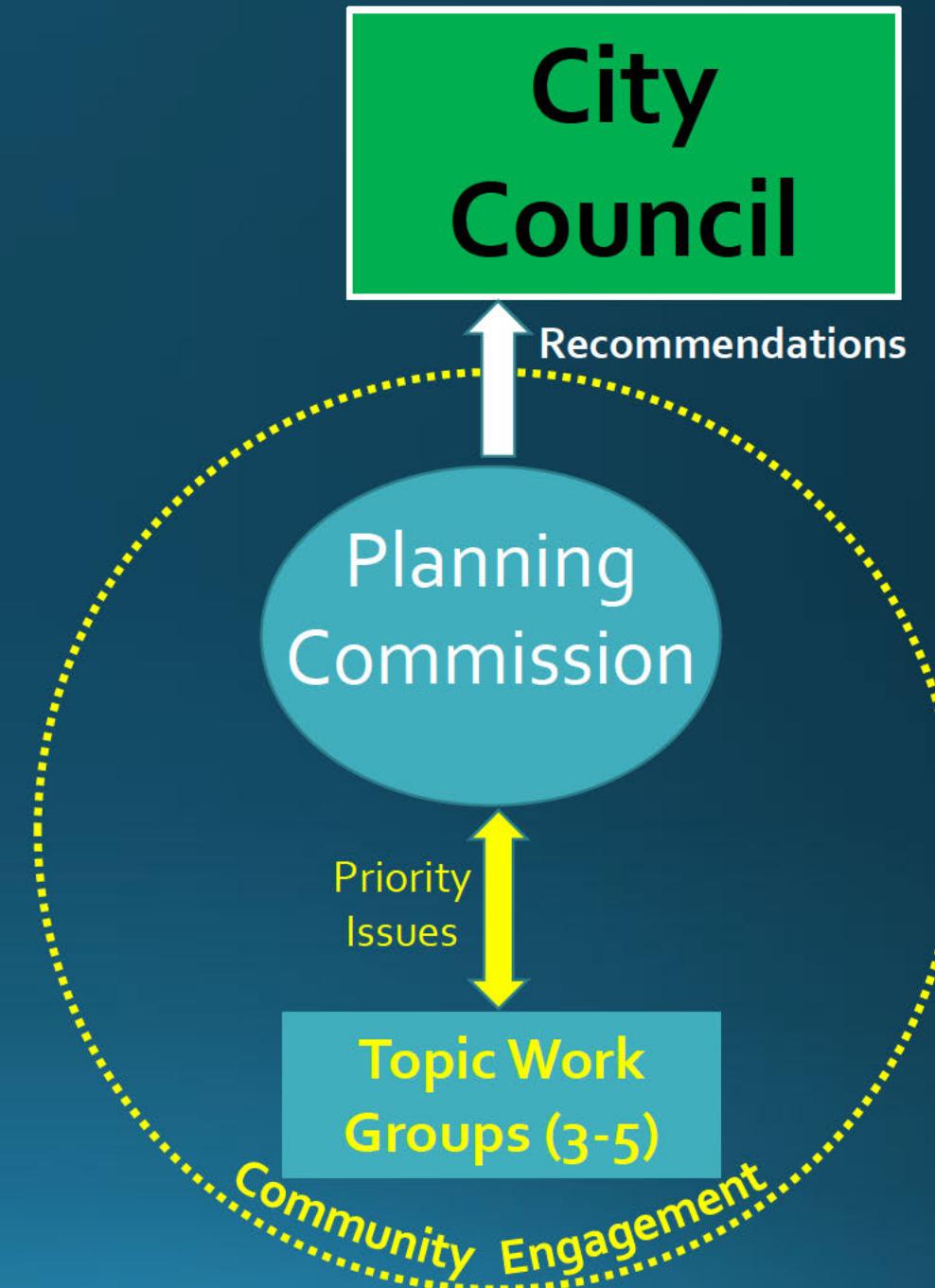
**Some Topic Work Groups,  
Some Individual Specialists**

Could be supported by RGA

# Option 1: PC-led Gateway Plan Advisory Committee



# Option 2: No GPAC, Utilize Topic Work Groups



White = EXISTING process

Yellow= NEW Topic Work Group process

# Option 3: Individual Topic Specialists, no GPAC or Topic Work Groups



White = EXISTING process

Yellow= NEW Topic Work Group process

# Option 4: Hybrid of Topic Work Groups and Individual Specialists



White = EXISTING process

Yellow= NEW Topic Work Group process

# How might Options 2 and 4 work?

- Planning Commission identifies and ranks Priority Issues
  - For Topic Work Groups
  - For Community Gateway Survey
- Based on Priority Issues, contract and oversee conduct of quantitative Community Gateway Survey, update Engagement Report
- Planning Commission, with input from the public and staff, selects 3-5 local technical specialists to comprise Topic Work Groups
- 1-2 Planning Commissioners manage Topic Work Group process for standardization
- Staff to assist in Topic Work Groups (as needed and requested by Planning Commission)
- City-contracted facilitator assists as needed
- Each Topic Work Group prepares short report summarizing recommendations and findings, representative(s) presents to Planning Commission
- Consider scheduling a monthly Planning Commission Study Session for Gateway Plan to receive and discuss Topic Work Group reports with ability for public discussion

# How might Option 3 work?

- Same as Option 2 and 4, except:
- 1-2 Commissioners as subcommittee manage process for standardization and staff assists as requested by Planning Commission to solicit specialists
- Planning Commission, with input from the public and staff, selects 2-3 local technical specialists for each topic and select time for presentation and discussion
- Specialists' opinions are presented to Planning Commission as presentations with written commentary to support positions on issues
- City-contracted facilitator assists as needed
- Individual Specialists presentations agendized during regular Planning Commission meetings or as part of a scheduled Study Session. Ensure ability for Planning Commission and public discussion. All discussions would be video recorded and accessible to the public.

# Criteria for Topic Work Group Members

- Subject matter experts with familiarity with the Priority Issue
- Objective and efficient problem-solvers
- Strategic thinkers, both short and long-term
- Results-oriented
- Have capacity and interest to meaningfully participate
- Should have someone that works or lives within the Gateway area if possible, can help on community outreach/education
- Can include outside experts via Zoom

# Outline of Potential Report for Each Priority Issue (4 - 8 pages)

1. Background (1-2 pages)
  - a. List of Topic Work Group members and credentials
  - b. Description of Priority Issue identified by the Planning Commission
  - c. Background of Priority Issue and application for Gateway Plan
2. Body of Report (2-4 pages)
  - a. Summary of information to address Priority Issue
  - b. Remaining uncertainties
3. Recommendations to Planning Commission (~1 page)
  - a. Recommendations for inclusion in Gateway Plan
  - b. Recommendations for future study (“plan for a plan”)
  - c. Minority Opinion (if any)

# Benefits of Topic Work Group Process

Brings in additional technical specialists (with local emphasis) to help:

- Brainstorm potential solutions to feasibility issues, including those issues that cannot be solved now
- Provide additional technical specialist support to staff
- Document results in a transparent way, building Community trust in the results
- Provides a common understanding of knowns and unknowns to reduce repetitive discussion of old issues and allow focus on new issues
- Better inform the Planning Commission in their recommendations to City Council and their decision-making deliberations
- Provide useful information for the Draft and Final EIR
- Develop a higher-quality Gateway Plan and Form-Based Code that have greater chance of implementation

# Potential Next Steps: Decide Preferred Process

Planning Commission discuss Option 1 versus Option 2 versus Option 3 versus Option 4 (or other option), decide on a preferred path

OPTION 1:  
Current Proposal

**Advisory Committee  
(7-9 members) with  
Topic Work Groups**

Preferred by RGA

OPTION 2:  
No Advisory Committee

**Topic Work Groups  
(3-5 members,  
~10 topics)**

Preferred by RGA

OPTION 3:  
No Advisory Committee,  
No Topic Work Groups

**Individual  
Specialists  
only**

Less preferred by RGA

OPTION 4: Hybrid of Option 2  
and Option 3

**Some Topic Work Groups,  
some Individual Specialists**

Could be supported by RGA

# Potential Next Steps: Potential Priority Issues to Address

#	Potential Priority Issue to Address	Priority Category	Topic Workgroup or Individual Specialist	Types of expertise	Notes
1	Fire services for taller buildings (equipment, staffing, street widths, Arcata versus CPH needs, etc.)			Fire Chief	To address fire support feasibility and one-time and on-going costs for services, including CPH
2	Form-Based Code and Objective Standards			Planning Commission	This is too big of an issue for a Topic Work Group to SOLVE and City has a consultant who is developing the Form-Based Code. The Topic Work Group could help compile and frame information (including surveys and professional input) as a report to assist in the development of Objective Standards and Form-Based Code. Research examples of communities <u>similar to</u> Arcata that have implemented form-based codes and look at 3-D models of possible building types (e.g., with setbacks, solar, rooftop gardens, balconies, etc.) that could be considered by Arcata for inclusion in Arcata's proposed Form-Based Code. Could also review and rank-order value of amenities associated with Form-Based Code that would justify increasing building height or density.
3	Effect of new state development laws (AB 2011, SB 6) on Gateway Plan			Planner, attorney	Assess likely changes to the Gateway Plan, particularly some of the zoning change needs
4	Affordability of housing for a range of incomes (rental)			Housing and developer experts	Could be grouped together with #5 (ability to get equity of new housing)
5	Ability to get equity of new housing (ownership opportunities)			Housing and financing experts	Could be grouped together with #4 (affordability of housing for a range of incomes)
6	Engineering feasibility of various building heights			Geotechnical engineer, architect, builder	Based on well-known general soil characteristics, water levels, and building technologies, address costs and engineering tradeoffs of different building heights at locations within the Gateway area
7	Develop Arcata population expectations and associated housing needs, including CPH needs and housing projects and timeline for Arcata			City staff, CPH staff	Finish up work done to date and summarize in short report, with uncertainties noted
8	Arcata Wastewater Treatment Facility capacity and long-term planning			City staff, wastewater engineers	Reiterate timeline for upgrades and future increase in capacity. Address possible need for future AWTF relocation and alternative discharge location. Evaluate potential land needs in the Gateway area
9	Sea Level Rise and shallow groundwater planning and adaptation			Sea Level Rise expert, planner, infrastructure engineer	Summarize expected Sea Level Rise forecasts and uncertainties, develop planning/design criteria and timeline, may need to refine Sea Level Rise Adaptation Strategy in the Local Coastal Element
10	Business development plan for Gateway area			EDC member, developer, Chamber of Commerce member	Consider plans for business incubator zone(s), new STEM businesses that build from CPH, develop a business plan that has better balance with housing and higher-paying jobs
11	L Street Pathway			Parks and open space and mobility experts	Consideration of a linear park. Linked to parks, recreation, mobility, etc.
12	Parking and traffic plan			Traffic and parking experts	Could be grouped together with #13
13	Biking and pedestrian plan			Non-vehicle transportation experts	Could be grouped together with #12
14	Fiscal impacts to City			City Finance Director	Could just be done by City Finance Director rather than a Topic Work <u>Groups</u> , but learn from other communities. Will be done in EIR, but need initial evaluation for feasibility now

# Potential Next Steps: Topic Work Groups and/or Individual Specialists

## 1. Priority Issues list

- a. Identify set of Priority Issues needing additional investigation and expertise
- b. Sequence Priority Issues in terms of importance and timing when they need to be addressed

## 2. Tasks for Planning Commission

- a. Determine which Planning Commissioner(s) want to be involved in addressing each Priority Issue, and whether they wish to operate as a subcommittee
- b. Determine precise question(s) to be answered by Priority Issue (this is critical direction for tasking the topic specialists)
- c. Identify sources of technical expertise (obtain recommendations from public and staff)
- d. Select specialists by topic based on public and staff recommendations/justification
- e. Invite specialists identified and determine conditions of work, timing, compensation, etc.

# Potential Next Steps: Topic Workgroups and/or Individual Specialists

## 3. Designate method for addressing the Priority Issues

- Topic Work Group agreed upon by Planning Commission meets separately, overseen by Planning Commission member(s), then reports findings and recommendations to full Planning Commission during a regular Planning Commission meeting or a Study Session (more than one topic per meeting may be possible) (**Option 2**), or...
- Individual Specialists present directly to Planning Commission (**Option 3**), or...
- Hybrid of Topic Working Group and Individual Specialists reports findings to Planning Commission (**Option 4**)

## 4. Planning Commission deliberation

- After presentation and discussion, Planning Commission receives public input, formulates recommendations, or alternatively, determines need for additional input

# Optional Next Step: Topic Work “Test Drive”

- Choose one of the Priority Issues to “test drive” the process and evaluate effort & value
- Planning Commission and staff assemble Topic Work Group members
- City contracted-facilitator assists in the “test drive”
- Convene Topic Work group meeting
- Topic Work Group member(s) prepares draft 2-8 page report and presents to Planning Commission
- Planning Commission evaluates effort and value, and discusses and decides whether to proceed with other Priority Issues in a similar or improved manner

## Delo Freitas

---

**From:** Fred [REDACTED]  
**Sent:** Wednesday, September 21, 2022 5:00 PM  
**To:** David Loya; Julie Vaissade-Elcock  
**Subject:** for the Planning Commission packet, for the Sept 27 meeting

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

To: Community Development Department  
Planning Commissioners

From: Fred Weis

Re: Discussion of building height

To the Planning Commissioners:

Slido polls: I consider to be a very poor form of surveying. Worthless in my view, and very much misleading and distorting.

As I mentioned: If there is to be a survey of building height, it should be done with images of buildings, not text.

To emphasize and elaborate on what has been said by different people, at various times, in different ways:

A decision on "building height" does not exist as a stand-alone figure. Among the critical factors that accompany this decision:

- Setback from the street
- Upper-story stepbacks
- Proximity to other taller buildings
- Relationship with neighboring single-family residences
- Solar Shadowing
- The "canyon" effect for pedestrians and bicyclists, particularly in Winter months
- Massing and design

I will refer you to the Planning Commission portal at: [arcata1.com/pc](http://arcata1.com/pc)  
for links to the diagrams and articles listed below.

In the David Loya presentation on Form & Massing, there is a 3D image of an imaginary building at the northeast corner of 5th & K -- where the old St. Vincent de Paul thrift store site had -- labeled on the image as "6th" Street but actually on K Street. This is a good example of a lot that may be up for redevelopment in the not-distant future. The front of the building, facing K Street, is four stories. The rear of the building, where the lot adjoins two-story residential structures, is shown as stepping down to two stories and even a one-story level.

In the imaginary proposal for the Car Wash site, with the full daylighting of Jolly Giant Creek, local architect Julian Berg has provided us with a rendering of what a clustering of 4- and 5-story buildings might look like.

In the "3D Images and Aerial Views" article, on your portal, I put this rendering onto a Google satellite view image, to place the building into a neighborhood.

And then, altering the original rendering to eliminate Jolly GiantCreek, I made a "fake" building that might occupy the adjoining parcels to the south, between 8th & 9th Streets on K, and placed that onto the Google satellite view.

Having two 5-story buildings on adjoining blocks changes the way they seem. And if there is a third building in a row, on the Clothing Dock / German Motors site, then we'd have a strip.

The 3D modeling can show us some of this.

Perhaps the Planning Commission can make requests of these views, to be better able to see the massing.

Thank you.

## Delo Freitas

---

**From:** David Loya  
**Sent:** Thursday, September 22, 2022 7:25 AM  
**To:** Karen Diemer; Jennifer Dart; Delo Freitas  
**Subject:** Fwd: By the year 2100 earth will have 3 billion more people. How will we house them? | Here & Now

Dear Council members and Commissioners,

Please see the communication below. We will also post this with the public comment on our website.

Sincerely,

David.

Sent from my iPad

Begin forwarded message:

**From:** janepwoodward [REDACTED]  
**Date:** September 21, 2022 at 3:07:04 PM PDT  
**To:** David Loya <dloya@cityofarcata.org>, Karen Diemer <kdiemer@cityofarcata.org>  
**Subject:** By the year 2100 earth will have 3 billion more [REDACTED]

[REDACTED] <janepwoodward@aol.com>

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

Please forward this to the Planning Commission and City Council. Thank you. No need to put it in the packets.

Please confirm receipt.

An interesting interview on KHSU Here and Now today with architect Vishaan Chakrabartic. He concludes the sweet spot is three story multi-family.

<https://www.wbur.org/hereandnow/2022/09/21/urban-planning-more-housing>

## Keala Roberts

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**From:** [REDACTED]  
**Sent:** Thursday, September 22, 2022 3:06 PM  
**To:** David Loya  
**Cc:** Julie Vaissade-Elcock; Karen Diemer  
**Subject:** Re: for the Planning Commission packet, for the Sept 27 meeting

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

David --

You wrote:

>> "we have moved all public comment to the website based on community feedback."

I regard that as a false statement. I believe that the community feedback was to have the public comment in the packet **and** on the website -- in addition. Not on the website to the exclusion of being in the packets.

So sometimes the letters are in the packets -- when the City Manager wants them to be -- and other times they are not -- when the Community Development Director does not want them to be in the packets? Is that it?

That is the appearance. To have letters criticizing the Gateway process disappear for 2-1/2 months certainly gives the appearance of wrongdoing.

>> "I will forward your email and post it on our website."

### **Can you give a by-when date that this letter will be on the website?**

Can also tell me a by-when date when the website access to the letters will be placed in a more readily identified location? It seems that some months ago at a Planning Commission meeting you promised that the link would be in a more rational spot on the website. I have been asked by a dozen people how to find the letters.

They have been under "How do I get involved?" and then under "Submitted Comments" and then there in (supposedly) monthly batches. [Although the letters from June 2022 were posted some time after mid-August -- that was 2-1/2 months after they were received.]

**David, Julie, and Karen:** I have not recently discussed the situation about the letters not being in the packets for some time, mainly because there are other timely issues requiring attention. I still regard the lack of letters in the packets as a continuing example of a disregard of the public process.

I have said this before and I may say it again: It is highly unlikely that I would start a lawsuit against the City. It is not my style. I want to see a great Gateway Plan come out of this process, and from my point of view a lawsuit would unnecessarily slow things down and divert resources. **However the number of people who I know of who have considered filing a lawsuit is now up to four -- three of whom have approached me.**

It is my point of view that by continuing to disregard public input in blatant fashion -- such as the lack of any compilation of the January Open House meetings, at which time the public expressed views opposing the Gateway Plan -- and by continuing violations of different aspects of the Brown Act, the City opens itself up to an ever-increasing liability.

It should not be difficult to include letters in the packets. The refusal to do so by the Community Development Director is, in my view, improper, and further, in my view, I don't think it is his decision to make. If the City's actions in this Gateway process were to go to litigation, the court tends to look at patterns. One action in itself may not be viewed as of major importance, but when there is a lengthy history of repetitive, on-going behavior that has the appearance of circumventing known standards for public review -- and known actual laws -- this tends to be seen unfavorably by the courts. I consider this situation with the letters -- what I regard as nonsense -- to be in this group.

I sincerely hope the City Attorney is aware of this action and other actions. If Ms. Diamond wishes to speak with me about what I see as a multitude of Brown Act violations, I would be happy to set up a time to talk.

The development of the Gateway Plan is such a large, consuming, and important process that to risk its progress by decisions associated with poor public relations practices seems particularly ill-advised.

-- Fred Weis

On Thu, Sep 22, 2022 at 10:48 AM David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)> wrote:

Hi Fred, as you may be aware, we have moved all public comment to the website based on community feedback. In addition, all correspondence is provided directly to the Commission via their City emails. We are no longer providing emails in the packet.

On the City Manager's request, emails sent in for the last packet were included. This is not, however, our current practice.

I will forward your email and post it on our website.

David Loya (him)

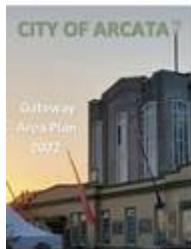
Community Development Director

City of Arcata

p. 707-825-2045

**Learn About the Gateway Form-Based Code and Take the Survey to Tell Us What You Think!**

To grow opportunity and build community equitably.



Exciting work is happening in the **Arcata Gateway** – 138 acres once used for mostly industrial purposes. The **Arcata Gateway Plan** allows innovative residential development, using streamlined permitting while protecting working forests, ag lands, open space and natural resources.

You are encouraged to take part in the public process that will affect the City for years to come.

## READ THE GATEWAY PLAN

### Learn More About Public Meetings and Planning

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

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

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



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**From:** [REDACTED]

**Sent:** Wednesday, September 21, 2022 5:00 PM

**To:** David Loya <[dloya@cityofarcata.org](mailto:dloya@cityofarcata.org)>; Julie Vaissade-Elcock [REDACTED]

**Subject:** for the Planning Commission packet, for the Sept 27 meeting

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

To: Community Development Department

Planning Commissioners

From: Fred Weis

Re: Discussion of building height

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The 3D modeling can show us some of this.

Perhaps the Planning Commission can make requests of these views, to be better able to see the massing.

Thank you.

## Keala Roberts

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**From:** [REDACTED]  
**Sent:** Thursday, September 22, 2022 3:11 PM  
**To:** Karen Diemer; David Loya; Julie Vaissade-Elcock  
**Subject:** An example of false and misleading information -- Requires correction

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

To: Karen Diemer  
Copied to: David Loya, Julie Vaissade-Elcock

Karen --

I request -- and strongly suggest -- that the Community Development Director be instructed in no uncertain terms to revise and freshly record the presentation "Building and Massing Presentation Module #3: Proposed Setbacks and Massing Impacts" as it contains numerous errors of fact.

As you can see in this image from the presentation, below, the green areas are shown as "Vacant -- Ready to Develop." In the video, David Loya says "I looked at these opportunity sites and broke them into sites **that are vacant and ready to develop as soon as this plan is adopted. These three sites could probably develop immediately.**"

In reality, the parcels identified as Site #3 is where the Tomas / Open Door Clinic building is located. Site #2 is a building where Bug Press, Northcoast Fencing Academy, storage for the Arcata Fire District, a contracting business, etc. are located. Site #1 is indeed considered vacant.

In the context of the statement, it would seem that he's actually referring to all seven of the opportunity sites shown. If taken that way, five out of the seven sites specified here are not vacant — and David Loya tells us that they are vacant. Site #4 -- the SoilScape building: Is this not where FedEx is moving its operation to?

In other words, these sites are not at all "vacant and ready to develop as soon as this plan is adopted" -- and for the presentation to suggest that they are is a large falsehood.

There is further discussion of additional statements in this video presentation that are misleading and, in my view, misrepresentational and not fact-based. Please see the article "[Building and Massing Presentation 3: Proposed Setbacks and Massing Impacts](#)" on the [Arcata1.com](#) website. The video presentation is on the City's YouTube channel at: <https://www.youtube.com/watch?v=qJBHHb4AcF0> as well as being on the [Arcata1.com](#) site.

**Further, Karen, I request that you advise David Loya to have a better understanding of the difference between what is regarded as factual information and what is regarded as a person's opinion.** I appreciate opinion, but it should be stated as such. A statement such as "The vast majority of the area, under this analysis, is going to remain just as it is today in current uses as they are today" is presented as fact, but it is not. There is the caveat "under this analysis" but David is the Community Development Director -- we're supposed to be able to trust him. To say that a lot that is 90-feet wide cannot provide space for a 5-story building is misleading. Developers buy adjoining lots and combine them -- that's what developers do.

**I request that David Loya be instructed to speak in un-ambiguous terms.** I for one have had enough of such statements as "we asked our consultant to tap the brakes on some of these work products." I'd say that he asked the consultants to slam on the brakes and stop work entirely on, in this case, the Form-Based Code.

[City Council meeting, June 22.] "We're not looking at buying a jalopy. We're not looking at a Cadillac plan."  
[August 23] Well, what are we looking at? And, more importantly, what is the incremental cost of the superior plan?

"I would like to drive a Ferrari. I see myself in a Ferrari, but I can afford to drive a Toyota. And so I drive a Toyota." [June 28]

"If I want a Lamborghini but I can't afford one. And so I drive a Toyota." [Sept 13]

To me these phrases are ambiguous to the point of providing no real information.

At the January open house I witnessed a question asked of David Loya about the potential cost of certain proposed amenities, and whether or not it was feasible that they could be incorporated into buildings here. It was a direct question posed by an older person with, judging on how the question was asked, clear intelligence. David's reply was along the lines of "Well, I would like to drive a Lamborghini, but..." And then how did that person respond? She walked away. It was a nonsensical answer that conveyed no real information and did not in any way address her question.

Karen, there is, as I see it, already enough of a public relations issue regarding the public's acceptance of this Gateway plan. That situation is not aided by the issuing of untrue statements. The situation is not aided by statements of opinion that are presented as facts. I also regard the matter of presenting opinions as facts as a potential Brown Act violation.

Thank you.

-- Fred Weis

## Market Forces V



## Keala Roberts

---

**From:** [REDACTED]  
**Sent:** Sunday, September 25, 2022 8:36 PM  
**To:** Sarah Schaefer; Meredith Matthews; Brett Watson; Julie Vaissade-Elcock; Scott Davies; Dan Tangney; Kimberley White; Judith Mayer; Christian Figueroa; John Barstow; David Loya; Netra Khatri; David Caisse  
**Subject:** from Fred Weis: Todd Tregenza presentation / Sept 20 Transportation Safety Committee Meeting

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

To: Members of the Planning Commission  
Councilmembers Schaefer, Matthews, Watson  
Dave Ryan, Chair, Transportation Safety Committee  
David Loya, Netra Khatri, David Caisse

Contents:

**1. Transcription and still-image slides of the Todd Tregenza presentation from August 23, 2022**

On the L Street - K Street Couplet

**2. Transcription with video of the Transportation Safety Committee meeting of September 20, 2022**

Following that joint study session meeting. Note: This video is not currently available on the City's video channels.

**The first 10 or 15 minutes is particularly valuable for the City Council members.**

**1. Transcription and still-image slides of the Todd Tregenza presentation from August 23, 2022**

At the August 23 City Council / Planning Commission joint study session there was a slide presentation by Todd Tregenza of GHD, the City's engineering consultant on the Gateway Plan. That presentation can be seen and listened to in its entirety, along with a transcription of what was said, and commentary and critique of the presentation, on this website [here](#).

The presentation is 14 minutes long, plus a question and answer period. All the slides are on that page, and a full transcription. The page is set up with an audio player and a video player. By using the audio player, you can read the transcription while listening -- and can pause the soundtrack, go back, forward, etc.

**Even if you were at that meeting, or if you have already viewed this presentation:** I urge you to watch it in this fashion. I assure you that you will see and understand things that you previously had not.

For one, being able to see and study the individual slides is far more informative than seeing them projected for a brief time, in my opinion. Second, I learn much more when I read than I do in a presentation or a video, and you also may find that reading the transcription is more conducive to comprehension.

And third: **There are a variety of points made by Todd Tregenza that are, in my view, misleading, misrepresentational, or even border on being false.** With all respect to Todd, his intention was to present a conclusion. As such it was a one-sided, biased presentation. He spoke of the many benefits of the L Street - K Street Couplet design and addressed none of the detriments. Those issues can be read [here](#) or in various articles on the [Arcata1.com](#) website, accessible from your [Arcata1.com/council](#) or [Arcata1.com/tsc](#) portals.

In my opinion it is intolerable that a consultant to the City would create a presentation as one-sided as this was, and it is unacceptable that the Council should hear this without a rebuttal response.

Based, it seems, on this presentation, the City Council members requested to have the Transportation Safety Committee revisit their recommendation. They discussed this at the September 20 meeting, available for viewing and reading [here](#).

I regard what occurred as a failure of the system by which the Commission and the Committees are to make recommendations to the City Council. Certainly there can be back-and-forth discussion, however the way in which this process took place seemed to illustrate a disregard for the viewpoint of the Transportation Safety Committee. Regardless of how one interprets what happened, I believe improvement is required in order to move forward on the Gateway process.

## **2. Transcription with video of the Transportation Safety Committee meeting of September 20, 2022**

This is the approximately 40-minute excerpt of the meeting in which the members discuss the L Street - K Street Couplet and the preservation of the L Street Corridor. There is a video and a transcription, so you can listen while you read. This video is not currently available on a City video platform.

**City Council Members: Please watch or read the first 10 or 15 minutes of this meeting.** I believe you will learn more about the basis of the Transportation Safety Committee's choices in this matter. Please read this, for your own understanding.

Please feel free to contact me at any time. If you find errors or items needing correction in this or anything I say or write, please do point these out to me.

Above all, thank you for your help in keeping Arcata a wonderful place to live.

Thank you.

-- Fred Weis