

Economic Development Committee

- Ensure Creamery District remains a specially designated area and add to map(s).

Clarifications and Concerns:

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

Existing Policy	Proposed Modification	Page # (s)
Policy Chapter 1: Land Use		43-46
<p>GA-1a. Maximum and Minimum Residential Density Standards. Except for in designated natural resource and open space areas, permit all land use designations in the Plan Area to allow residential uses. In each of these land use designations, do not establish a maximum residential density standard. Instead, allow residential density to be naturally restricted through other development standards, such as building height and Building Code requirements for minimum unit size. In addition, establish a minimum residential density standard in each of these land use designations, with exceptions established for some use types (such as theaters) and some building types (such as historically significant structures and the adaptive reuse of existing buildings).</p>		
<p>GA-1b. Non-residential Uses. Except for in designated natural resource and open space areas, permit all land use designations in the Plan Area to allow mixed uses to complement residential uses. Ensure that all non-residential mixed-use development supports an active and livable neighborhood, with residential, retail, office, and light manufacturing uses thoughtfully blended together to create a cohesive neighborhood that feels complete. Allow flexibility in non-residential uses, with targeted limitations on uses that do not encourage street level human activity, livability, or neighborhood identity. Examples of uses that do not encourage human activity include heavy industrial uses, mini-storage, and outdoor automotive sales.</p>	<p>Light manufacturing = Light industrial? Ensure consistent nomenclature and definitions across City policy.</p>	
<p>GA-1c. Land Use Targets. Aim to achieve a mix of residential and non-residential uses in each land use subarea that supports the full range of services to Gateway Area residents, workforce, and visitors. Estimated long-term targets to balance uses are shown in Table 5.</p>		
<p>GA-1d. Incentivize Projects that Provide Designated Community Amenities. Establish ministerial permitting options and streamlined development processes for projects that provide designated community amenities that contribute to quality of life.</p>		
<p>GA-1e. Form-based Design Standards. Apply form-based design standards that allow high-density, multi-story buildings while simultaneously requiring a vibrant, community-oriented, street-facing built environment designed to fit a "human-centered" scale.</p>		
<p>GA-1f. Relocate Existing Uses that are Incompatible with Plan Vision. Facilitate the relocation of nonconforming uses that are incompatible with the Plan Vision. Target uses that conflict with or otherwise detract from the intended character of the Plan Area by being incompatible with</p>	<p>Define and establish what assistance would be available to relocate incompatible businesses or aid in conversion</p>	

human activity, livability, or neighborhood identity/cohesion. Support relocation of existing uses with affordable housing, large workforce, or high sales-tax.	to compatible form. Add support for businesses renters that are displaced due to redevelopment.
GA-1g. Nonconforming Uses, Site Conditions and Structures. Allow existing nonconforming uses, site conditions, and structures to remain unless specifically targeted for relocation in the Zoning Code. When new development occurs, encourage incompatible non-conforming uses to become conforming, and in some cases, require non-conforming uses to relocate as specified in the Zoning Code. Consider offering incentives for some nonconforming uses to either relocate or modify operations or form to become more compatible with the surrounding neighborhood.	There is concern that the language in this policy is specifically targeting business for relocation and could have a chilling effect on business recruitment.
Space for New Policy Proposal:	
Land Use Implementation Programs	
Imp-GA-1.1. Gateway Zoning Code. Adopt a Gateway Zoning Code as a section of the City's Land Use Code to implement the land use policies and other policies of this Plan.	
Policy Chapter 2: Community Benefits and Development Standards	
	48-51
GA-2a. Base Standards and Bonus Tier Standards. Utilize the tiered incentives system presented in Table 6, Table 7, and Image 2, where projects that provide higher levels of community benefits are permitted greater intensity.	Table 6 could include broader examples of job creation-maker spaces, co-working or other office facilities, light manufacturing, etc. Discussion on construction and workforce needed
GA-2b. By-Right Approval. Allow development projects participating in the community benefits program with by-right approvals when the project conforms to all applicable standards and design guidance.	
GA-2c. Require Residential Uses for Bonus Tiers. To promote housing production, limit participation in community benefits program to projects that include a minimum standard of residential units.	
GA-2d. Choice of Benefits. Allow applicant to select community benefits from a menu of available options. Buildings that exceed four stories must include architectural features amenities.	
GA-2e. Housing Production Emphasis. Ensure that the available community benefits emphasize and support the City's goal of maximizing housing production in the Gateway Area.	
GA-2f. Value of Benefits. Ensure that the additional intensity allowed is appropriately calibrated to the value of the community benefits provided. High-cost benefits should allow for a greater increase in allowed intensity than low-cost benefits.	
Space for New Policy Proposal:	
Community Benefit Implementation Programs	
Imp-GA-2.1. Create Community Benefits Program. Within the Gateway Zoning Code, create a "Community Benefits Program," where projects that provide higher levels of community benefits are permitted greater intensity. Utilize and build upon the tiered incentives system presented above in Table 6, Table 7, and Image 2.	Propose assigning higher "weight" to owner-occupied multi-family development. Create technical assistance program for development projects interested in incorporating this community benefit.
Imp-GA-2.2. Review of Community Benefits Program. Periodically review the community benefit program in the Gateway Zoning Code and assess if revisions are needed to improve program effectiveness.	

Policy Chapter 3: Housing		52-53
GA-3a. New Units. Plan for an approximate maximum of 3,500 new residential units in the Gateway Area.		
GA-3b. No Maximum Residential Density. Regulate building bulk and massing through design and community benefit measures; do not directly limit units per acre. Instead, encourage the maximum of dwelling units feasible within the allowed building envelope and allow other standards (e.g. height, setbacks, minimum units sizes) to collectively establish natural limitations on the number of dwelling units that can be developed.		
GA-3c. Minimum Residential Density. Require that all new development provides at least some minimum quantity of housing units by establishing a minimum residential density (number of units per acre). Projects that do not provide the designated minimum residential density will need a use permit demonstrating they support the Gateway Area objectives.		
GA-3d. Range of Unit Sizes. Encourage a range of unit sizes, from micro-units (200 square feet or minimum per building standard) to units with three or more bedrooms.		
GA-3e. Student Housing. Encourage new low-cost housing for students, including single room occupancy housing, group living accommodations, and micro-units.		
GA-3f. Multiple Strategies to Promote Affordability. Employ multiple strategies to promote the creation of affordable housing, including affordable-by-design studios, student housing, deed-restricted affordable housing, single room occupancies, and housing for low-income families.		
GA-3g. Mixed-Tenure. Encourage a mix of both owner-occupied and rental housing.		
GA-3h. Mixed-Income Neighborhoods. Provide for mixed-income neighborhoods with housing options available for all income groups. Housing in a mixed-income neighborhood should include deed-restricted units affordable to very low-income households, small affordable-by-design units, student housing, moderate income owner-occupied condominiums and townhouses, market-rate rental units, median-priced family-sized dwellings, and penthouse units for high-income households.		
GA-3i. Owner-Occupied Affordable Housing. Encourage new home ownership opportunities for lower-income households including through condominium (e.g., deed restricted owner-occupied condominium units and for-sale micro units).	<p>Need to create concrete policies that define “encourage”- higher weight on Community benefits rubric, tech assistance, pre-define opportunities and pathways to development, court the right partnerships (work to define financing, list of existing organizations/firms who can do this work and are interested). This should be the primary priority of Gateway housing development strategies. Opportunities to learn from existing efforts- AEDC? Dishgamu Humboldt? Rural Communities/Housing Humboldt?</p> <p>How can we be more equity minded when we create these policies and implementation measures ie:</p>	

	community land trusts, housing CO-Ops, condos, and townhomes
GA-3j. Incentivize Residential Density as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide residential densities above established minimums.	
GA-3k. Incentivize Affordable Housing as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide residential densities above established minimums.	
GA-3l. Resident Displacement. Support the re-housing of existing residents displaced by the redevelopment of properties containing existing dwelling units.	Define resources for assistance (both City and partnerships).
Space for New Policy Proposal:	
Housing Implementation Programs	
Imp-GA-3.1. Housing Monitoring. Monitor the size, type, and affordability of new housing proposed, approved, and developed in the Gateway Area. Revise policies and programs in the Gateway Area Plan and implementing development regulations as needed to achieve the Plan housing goals. Monitoring will be completed in conjunction with the City’s annual Housing Element Annual Performance Report.	
Imp-GA-3.2. Resident Relocation Assistance. Establish a program to require developers to assist with the re-housing of low-income residents displaced from their housing as a result of a redevelopment project.	
Policy Chapter 4: Employment	
Page 54	
GA-4a. Type of Non-Residential Uses. Allow employment-focused uses (e.g., professional office, Research & Development facilities) as well as resident-serving commercial uses.	
GA-4b. Incentivize Designated Forms of Retail Spaces and Job Creation Uses as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide designated community-desired forms of retail spaces and job-creating uses, such as outdoor dining, roof-top dining, and job-generating uses compatible with the Plan vision.	Tech and other digital careers should be encouraged via co-workspaces and incubators etc. as suggested in GA-4a. Emphasis on retail seems misplaced.
GA-4c. Amount of Non-Residential Uses. Aim to achieve new non-residential development in the Plan Area in the amounts shown in Table 5 (Land Use Mix).	
Space for New Policy Proposal:	Add policies that encourage businesses to come to the area as part of the plan.
Policy Chapter 5: Arts and Culture	
Page 55	
GA-5a. Arts and Entertainment Uses. Encourage arts and entertainment uses to enhance the vitality of the Gateway District and promote the arts in Arcata and the broader region.	

Incentivize the creation of arts and entertainments uses by making them principally-permitted (by-right).	
GA-5b. Incentivize the Arts as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide amenities that supports the arts, such as murals on building exteriors, art installations in public-facing locations, and outdoor pedestals for sculptures.	
GA-5c. Incentivize Artist Housing as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide various forms of artist housing, including live/work units and deed restricted low-income housing units dedicated to artists and/or with amenities to attract artists.	
GA-5d. Outdoor Spaces. Encourage larger-scale development to provide public outdoor spaces that can incorporate informal artistic and cultural activities open to the public and integrated with or connected to public space.	
GA-5e. Temporary Events. Support formal and informal temporary artistic and cultural events.	
GA-5f. Adaptive Reuse for the Arts. Support the adaptive reuse of existing buildings for artistic purposes.	
GA-5g. Public Art. Through the Gateway Area community benefit program, encourage new development to incorporate public art that both is creative and reflects the Creamery District identity and history, and speaks to the goals and intent of the Arcata Strategic Arts Plan (Arts Plan). Specifically encourage development of public art that uplifts and support BIPOC artists and narratives as described in the Arts Plan.	
Space for New Policy Proposal:	
Policy Chapter 6: Open Space and Conservation	
	Page 56-62
GA-6a. Open Space Concept. Provide for an integrated network for publicly accessible open space, including a new park site, consistent with the concept shown in Figure 7 and Table 8.	
GA-6b. Diversity of Open Space Types. Provide for a range of open space types, including urban plazas, pocket parks, linear parks adjacent to creeks, natural open spaces.	
GA-6c. Range of Activities. Accommodate within open spaces a range of activities for all ages and abilities including sitting, walking, gathering, gardening, play and contemplation.	
GA-6d. Design Quality. Ensure that accessible open spaces are visually inviting, safe and interesting.	
GA-6e. Privately-owned Publicly Accessible Open Spaces. Establish a series of privately-owned publicly accessible open spaces in the central area shown in Figure X. Ensure that these spaces are: a. Linked together by safe and convenient bike/pedestrian facilities; b. Visible, accessible, and activated by ground floor uses including retail stores and restaurants; and c. Coordinated so that a variety of spaces are provided (courtyards, tot lot, a sculpture garden).	
GA-6a. Linear Park with Daylighted Creek. Establish a linear park with recreational amenities adjacent to daylighted and restored segments of the Jolly Giant Creek.	

<p>GA-6b. Bike/ped Connections. Establish new off-street bike/ped connections to connect open spaces and activity centers in the Gateway area. Enhance connections between the Plan Area and parks and open space destinations near to the Plan Area, such as Arcata Plaza, Shay Park, and Arcata Marsh.</p>	
<p>GA-6c. Public Plaza in Southwest Industrial Area. Establish a new public plaza in the Barrel District that provides formal public space within the Barrel District that is more than just a green area but that is also entirely distinctive from the existing Arcata Plaza.</p>	<p>Clarify how this is distinct and different than the “plaza”. Potentially change language from plaza to something broader or clarify this.</p>
<p>GA-6d. Enhanced Rail-Trail. Could include new recreational amenities within and adjacent to the rail-trail.</p>	
<p>GA-6e. Vacant/Underutilized Land Development. Allow for the development of existing vacant and underutilized properties with low natural resource value as a strategy to permanently protect high resource value open space and provide high-quality open space amenities for residents.</p>	
<p>GA-6f. Wetland Areas. Maintain a no net loss standard but allow for passive recreational uses within and around wetland area in southwestern Gateway Area. Provide for bicycle and pedestrian connections to this area from other Plan Area locations. Enhance and restore wetland functions where feasible. Use mitigation and restoration together to consolidate scattered low-quality wetlands into larger higher quality wetland complexes.</p>	
<p>GA-6g. Jolly Giant Creek. Require the restoration and enhancement of the Jolly Giant Creek north of 11th Street. Encourage the daylighting of creek segments south of 11th Street as part of new development projects.</p>	
<p>GA-6h. Incentivize Privately-Owned Open Spaces as a Community Amenity. Utilize the community benefit program to incentivize the creation of new privately-owned, publicly-accessible open spaces in the Plan Area.</p>	
<p>Space for New Policy Proposal:</p>	
<p>Open Space Implementation Programs</p>	
<p>Imp-GA-6.1. Parkland Dedications and Fees. Require residential development projects to dedicate land and/or pay fees for publicly-accessible open space within the Plan Area consistent with the Quimby Act, Land Use Code Section 9.86.030 (Park Land Dedication and Fees).</p>	
<p>Imp-GA-6.2. Open Space Concept Diagram Revisions. As open space is provided, revise the conceptual open space diagram shown in Figure 7 to accurately reflect built conditions and ensure that subsequent open space provided is consistent with the Plan vision.</p>	
<p>Policy Chapter 7: Mobility</p>	
<p>GA-7a. Plan the Circulation System to Accommodate Planned Growth. In planning for improvements to the overall circulation system, design the system to accommodate the planned amount of growth outlined in other policies. Ensure the circulation system supports increased demands for all forms of mobility – vehicles, trucks, transit, bicycles, and pedestrians.</p>	<p>Strengthen policy language that supports increased bus and transit to ameliorate transit issues and consider accessibility for the disabled.</p>
<p>GA-7b. Design Mobility System per Plan Figures. Design and construct the mobility and circulation system of the Plan Area per Figure 8 and Figure 9 and the Cross Section and</p>	

Intersection Design Concepts above, as well as in accordance with the Open Space, Streetscape, and Site Development sections of this Area Plan. In the engineering design stage of implementing the above cited Figures/Concepts, allow for deviations and alterations such as:

- a. Throughout the entire Plan Area, sidewalk widths may increase beyond six feet, especially on the north sides of east-west streets where expanded sidewalks on the sunny side of the street would allow welcomed outdoor seating. Adjusting sidewalk widths will necessitate adjustments to the dimensions of other features, such as drive lanes, parking lanes, bike lanes, etc. On-street parking lanes may need to be eliminated.
- b. Throughout the entire Plan Area, on-street parking angles may be adjusted as need to be either parallel, perpendicular, angled-in, or reversed angled-in. Adjusting parking angles may necessitate adjustments to the dimensions of other features, such as sidewalks, drive lanes, bike lanes, etc.
- c. Throughout the entire Plan Area, the presence of on-street parking may be eliminated in favor of adding or enhancing non-motorized facilities, such as sidewalks, bike lanes, landscaping, Class I trails, etc.
- d. Outside of City rights-of-way, the alignments and widths of Class I trails (i.e. separated shared use paths) may need to be adjusted based on environmental constraints, community needs, the availability of right-of-way, and other factors.
- e. Throughout the entire Plan Area, Class II bicycle facilities (i.e. standard bike lanes) may be converted to Class IV bicycle facilities (i.e. protected bike lanes), which may necessitate adjustments to the dimensions of other features.
- f. Throughout the entire Plan Area, the widths, locations, styles, and details of various features may deviate from the cited map Figures at the time of final design based upon available traffic data, design context, and the latest guidelines provided by Caltrans, FHWA, AASHTO, NACTO, and other reliable sources. Features that are likely to require deviations include pavement markings, pavement color, pedestrian bump-outs, turn lanes, traffic control features, landscaping, and similar components.
- g. The junction of 13th Street, K Street, L Street, and Alliance Ave may require an alternate design depending upon right-of-way acquisition, available traffic data, design context, and the latest guidelines provided by Caltrans, FHWA, AASHTO, NACTO, and other reliable sources.
- h. New roadway connections where none currently exist (such as the far west end of 6th Street connecting K Street to the L Street right-of-way) may be designed and constructed as either new vehicular roadways, pedestrian-only thoroughfares, or bicycle/pedestrian facilities that allow restricted vehicular traffic. The City Engineer will determine which type of facility to design and install based on available traffic data, existing environmental constraints, community interests, right-of-way availability, and other engineering factors.
- i. The trail within the Q Street right-of-way south of 10th Street may eventually need to be converted into a full vehicular roadway with a cross-section similar to other two-way roads proposed within the Plan Area.

GA-7c. Balanced Transportation System. Create and maintain a balanced transportation system with choice of bus transit, bicycle, and pedestrian as well as private automobile modes. Reduce the percentage of trips that are made by automobile and provide the opportunity and facilities to divert trips from automobiles to other modes.

<p>GA-7d. Plan for Enhanced Transit Lines and Stops. As growth occurs in the Plan Area, work with relevant transit agencies to plan for enhanced transit lines and new transit stops in order to accommodate the new growth.</p>	
<p>GA-7e. Consider Non-motorized Campus Layouts. For areas that have incomplete block patterns and/or are currently lacking in vehicular roadways (such as the Barrel District), consider providing limited to no new facilities for motorized vehicles. Instead, consider creating a campus layout with vehicular access on the perimeter and robust non-motorized facilities throughout the interior. Plan for the infrastructure that would be required for these areas to serve as key park and ride/transit hubs. Where new vehicular roadways are constructed within currently roadless areas (such as the Barrel District), provide for a wide right-of-way whose cross section includes ample on-street parking, narrow vehicle lanes, bike lanes, sidewalks in excess of six feet, street trees, and enhanced pedestrian crossings at least every 300 feet.</p>	
<p>GA-7f. Barrel District Master Plan. For the Barrel District, require property owners to develop a Master Plan for a high density walkable mixed-use residential campus with minimal vehicular infrastructure and overall site design that supports a pedestrian-friendly public realm. Require that the Master Plan includes plans for a circulation system that is generally consistent with Figure 8 and Figure 9 and in accordance with the Open Space, Streetscape, and Site Development sections of this Area Plan. Allow the Master Plan to relocate the proposed circulation facilities within the Barrel District as long as the ultimate design honors the basic theme and overall design parameters consistent with the Policies herein. Require that new vehicular roadways provide for a wide right-of-way whose cross section includes ample on-street parking, narrow vehicle lanes, bike lanes, sidewalks in excess of six feet, street trees, and enhanced pedestrian crossings at least every 300 feet.</p>	
<p>GA-7g. Finish Incomplete Blocks with Active Transportation Infrastructure. Where the urban grid pattern is interrupted or incomplete, evaluate opportunities to continue the circulation block patterns with new connections that consist of entirely non-vehicular active transportation facilities.</p>	
<p>GA-7h. Mobility Infrastructure that Supports Car-free Lifestyle. Plan and implement the mobility and circulation infrastructure of the Plan Area to support a car-free lifestyle, reduce greenhouse gas emissions, and minimize vehicle miles traveled, including:</p> <ul style="list-style-type: none"> a. Safe and Attractive Pedestrian Facilities. Connect the Plan Area to the Downtown/Plaza core with safe and attractive pedestrian friendly walking routes that incorporate art and street lighting. b. Shorten Pedestrian Crossing Distances. Shorten distances for pedestrian crossings along K Street and 11th Street to improve overall walkability in the Plan Area. Evaluate other roadways within the Plan Area that warrant shortened pedestrian crossings. c. Curb Extensions in All New Roadways. In all newly created roadways, incorporate curb extensions (“bumpouts”) to increase pedestrian visibility and safety at crosswalks, calm traffic speeds, and provide space for rain gardens, tree planting, street furnishings, and other amenities. d. Widened Sidewalks. Explore sidewalk widening strategies that include land dedication or easements to create unobstructed accessible pedestrian pathways. 	

<p>e. Intra-City Non-motorized Connectivity. Reduce vehicle trips from other parts of the City by creating pedestrian and bicycle-friendly corridors that draw residents and visitors to enter the Plan Area via means other than motorized vehicles. Fulfill the potential of the existing and planned Class I trails by planning for expanded perpendicular connections that will draw bikes/peds from beyond the Plan Area.</p>	
<p>GA-7i. No Net Loss of Class I Trail System. Retain the current total linear feet of Class I trails within the Plan Area, even if current facilities must be realigned or relocated to other routes within the Plan Area. For instance, if implementing the realigned roadway network shown in Figure 8 and Figure 9 impacts the existing Class I Rail-to-Trail facility within the L Street right-of-way, then design and construct a new Class I trail in another location within the Plan Area.</p>	
<p>GA-7j. Incentivize Active and Alternative Transportation as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide on-site active and alternative transportation amenities, such as electric vehicle charging stations, employee showers, on-site bike parking, bus passes for residents, dedication of parcel frontage to transportation uses, and related amenities that stimulate non-motorized and zero-carbon transportation options.</p>	
<p>GA-7k. Incentivize Dedication of Parcel Frontage as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that dedicate parcel frontage for the creation of expanded right-of-way for the purposes of additional pedestrian facilities, off-street parking, open space, and/or other designated enhancements to the public realm.</p>	
<p>GA-7l. Parking Standards. Do not require off-street parking as a development standard in most cases. Discourage large volumes of off-street parking and instead support more valuable land uses and streetscapes that prioritizes human activity and movement. Encourage and incentivize the dedication of parcel frontage on block-long development projects that can be dedicated to additional on-street parking.</p>	<p>Ensure adequate parking for local businesses and employees. Consider paid parking and parking structures.</p>
<p>GA-7m. Parking Lot Locations. Disallow the placement of parking lots along street frontages in the interest of maintaining continuous building frontages along the primary commercial streets and improving walkability. Parking lots and structures must be located behind buildings, or otherwise located subordinate and obscured by design features.</p>	
<p>GA-7n. Minimize Vehicle Trips via Land Use. Adopt and maintain zoning regulations that allow for a mix of land uses in order to reduce vehicle trips and the overall need for automobile use.</p>	
<p>Space for New Policy Proposal:</p>	
<p>Mobility Implementation Programs</p>	
<p>Imp-GA-7.1. State and Federal Transportation Grants. Actively track and pursue transportation infrastructure grants for the planning, design, permitting, and construction of the mobility improvements presented in this section. Identify, develop, and prioritize transportation projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved circulation system facilities.</p>	

<p>Imp-GA-7.2. Circulation Projects in Capital Improvement Program. Generate a list of circulation construction projects that will be required to implement this plan and then add those projects to the City’s Capital Improvement Plan.</p>	
<p>Imp-GA-7.3. Fair Share Contribution for New Development. Evaluate options and then adopt a program in which new development is responsible for constructing, dedicating, and/or paying a predetermined fair share contribution for any circulation system upgrades necessary to serve the development.</p>	
<p>Policy Chapter 8: Streetscape</p>	
<p>Pages 92-93</p>	
<p>GA-8a. Pedestrian Priority. Ensure that streetscape design and improvements prioritize pedestrian circulation that promote walkability and support a car-free lifestyle and accessibility for all ambulatory modes.</p>	
<p>GA-8b. Improvements Required. Require new development to provide streetscape improvements consistent with the Gateway Area Plan and Gateway Zoning Code.</p>	
<p>GA-8c. Sidewalk Zones – Core Area/Pedestrian Oriented Frontage. Along pedestrian-oriented frontages, provide sufficiently wide sidewalks to accommodate outdoor seating, business display areas, and sidewalk sales. Except in unusual circumstances approved by the City Engineer, sidewalks shall be no less than 6 feet wide. Where viable, the City should strive for sidewalks eight feet or greater in width.</p>	
<p>GA-8d. Sidewalk Dining. Encourage sidewalk dining for restaurants and cafes along commercial and mixed-use street frontages. Areas planned for sidewalk dining may require wider sidewalks including privately-owned public spaces.</p>	
<p>GA-8e. Street Trees. Install street trees consistent with the standard for the applicable street typology as identified in Chapter 8 (Mobility).</p>	
<p>GA-8f. Street Tree Selection. Street tree species shall be consistent along each street. However, different species may be used at intersections to create special character. Tree species shall be selected from a City tree master list or in consultation with the City.</p>	
<p>GA-8g. Street Furniture. Provide for consistent bicycle racks, seating, and trash receptacles integrated within the right-of-way and consistent and appropriate to the Plan Area character.</p>	
<p>GA-8h. Green Infrastructure. Integrate green stormwater infrastructure into streets and public spaces to create attractive public areas while also capturing and treating runoff to meet water quality requirements.</p>	
<p>GA-8i. Utility Screening. Minimize visual impacts from utility boxes, utility meters, backflow preventers, and other similar devices. Utility devices must be underground or located to the side or rear of buildings and screened from public view by landscaping. Exceptions may be granted through a discretionary review process.</p>	
<p>GA-8j. Lighting. Provide pedestrian-scaled street lighting enhance public safety, encourage evening use of outdoor spaces, and enhance the visual quality of the public realm. Utilize “CPTED” (Crime Prevention through Environmental Design) guidance as applicable to ensure lighting achieves outlined goals of increasing pedestrian safety.</p>	
<p>Space for New Policy Proposal:</p>	

Basic Principles	
GA-9a. Enhanced Architectural Features and Exterior Designs as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide enhanced architectural designs beyond those required.	
GA-9b. Sustainable and Green Buildings as a Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide designated levels of sustainable and green building features.	
GA-9c. Human-Scaled and Pedestrian-Friendly. Ensure that new development is human-scaled and supports a pedestrian-friendly public realm.	
GA-9d. Design Diversity. Allow for and encourage complementary diversity in building forms and creativity in project design as long as projects support a pedestrian-friendly environment and other Plan goals.	
GA-9e. Cohesive Identity. Ensure new development design includes recognizable design themes and a distinctive sense of place.	
Block Length and Layout	
GA-9f. Block Length. Where existing streets are extended or new streets established, aim to keep the length of new blocks to no more than 300 feet.	
GA-9g. Block Layout. When establishing new streets and extending existing streets, connect to the existing block layout and complete grid system in a manner that also protects and enhances natural resources.	
GA-9h. Mid-Block Passageways. For blocks longer than 300 feet, provide for passageways mid-block through new development for convenient bike/ped through access. Passageway shall be an integral part of a project and be configured to provide safe access to rear parking lots, commercial storefronts, restaurants, and mid-block pathways.	
Building Placement/Setbacks	
GA-9i. Building Placement. Locate building at or close to the sidewalk to support a pedestrian-friendly public realm.	
GA-9j. Public to Private Realm Transitions. Provide for sensitive transition from the public realm (sidewalk) to the private realm (residences).	
GA-9k. Use of Setback Areas. Encourage outdoor dining, publicly-accessible courtyards, window-shopping areas, and other pedestrian-friendly uses in spaces between building walls and the sidewalks.	
GA-9l. Custom Standards Along Designated Streets. Plan for custom use, development, and design standards along designated streets with the objective of generating a more welcoming and vibrant "gateway" into the City.	
Building Entries and Orientation	
GA-9m. Main Building Entrances. Require main building entries to be visually prominent and oriented to a public street or pathway.	
GA-9n. Pedestrian Connections. Required pedestrian walk paths to connect entrances directly to a public sidewalk.	

Bulk and Massing	
GA-9o. Human-Scale Massing. Provide for human-scale and pedestrian-friendly building massing where large buildings are broken into smaller volumes that fit into the surrounding neighborhood.	
GA-9p. Transitions to Lower Intensity Uses. Require buildings to incorporate massing strategies to minimize impacts on adjacent single-family homes.	
Vehicle Access and Parking	
GA-9q. Pedestrian-Friendly Design. Require parking location and design to not detract from pedestrian-friendly streetscapes, walkable neighborhoods, and active and inviting mixed-use districts. Locate parking facilities away from building frontages in the rear of the lot when feasible.	
GA-9r. Minimize Visual Dominance. Screen parking facilities for limited visibility from the street frontage with landscaping, art, or other visually appealing methods.	
GA-9s. Car-Free Lifestyle. Minimize vehicle parking requirements and maximize walk, bike, and transit infrastructure.	
Façade and Roof Design	
GA-9t. Varied and interesting Facades. Create street-facing building facades that are varied and interesting with human-scale design details.	
GA-9u. Articulation. Incorporate architectural elements that reduce the box-like appearance and perceived mass of buildings.	
GA-9v. 360-Degree Design. Provide for buildings designed as a unified whole with architectural integrity on all sides of the structure.	
GA-9w. Quality Materials. Ensure quality materials that maintain their appearance over time.	
GA-9x. Design Details. Promote design details and materials compatible with the existing neighborhood character.	
GA-9y. Incentivize Enhanced Architectural and Exterior Design as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide enhanced architectural and exterior designs that go beyond base standards.	
Space for New Policy Proposal:	
Policy Chapter 10: Historic Resources	
	Pages 99-101
GA-10a. Local Historic Landmarks. Encourage the preservation, rehabilitation, and adaptive reuse of designated local historic landmarks as identified in Table 9. Allow for additions and new buildings on properties containing designated historic landmarks when the addition or new building protects the historic integrity of the property and its environment, in adherence with the Secretary of the Interior’s Standards for Rehabilitation of Historic Structures).	
GA-10b. Potentially Historic Structures. Encourage the preservation, rehabilitation, and adaptive reuse of potentially historic structures as identified in Table 9. Allow for additions and new buildings on properties containing designated landmarks when the addition or new	

building protects the historic integrity of the property and its environment in adherence with the Secretary of the Interior’s Standards for Rehabilitation of Historic Structures.).	
GA-10c. Creamery Building. Allow by-right approval of a development project on the Creamery Building property that meets the following requirement as determined by the Community Development Director: the project is eligible for by-right approval as specified in the Gateway Zoning Code.	
GA-10a. Design Review Required. Except as allowed by Policy GA-10c (Creamery Building), continue to require Planning Commission Design Review consistent with Municipal Code Chapter 9.53 (Historic Resource Preservation) for the exterior modification, demolition, or relocation of a historic resource identified in Table 9. Such projects are not eligible for streamlined by-right approval. As noted in Table 9, “Noteworthy Structures” and “Buildings Constructed within the Period of Significance,” alterations to which require Design Review, are limited to the historic resources identified in Table 9.	
GA-10b. Neighborhood Conservation Area. If a project is eligible for streamlined by-right approval and is located in the portion of the Central Neighborhood Conservation Area that extends into the Gateway Plan Area as shown in Figure 11, require Design Review only for projects on properties that contain a historic resource as identified in Table 9. This policy, and its implementing legislation, shall supersede policies elsewhere in the General Plan and Zoning Code.	
Space for New Policy Proposal:	
Policy Chapter 11: Infrastructure and Services	
GA-11a. Plan Utility Infrastructure to Accommodate Envisioned Growth. In planning for improvements to the overall utility infrastructure, design the systems to accommodate the planned amount of growth outlined in other policies.	Pages 102-103
GA-11b. Add Utility Infrastructure System Improvements to City’s Capital Improvement Plan. Generate a list of utility infrastructure projects that will be required to implement this plan and then add those projects to the City’s Capital Improvement Plan.	
GA-11c. Enhanced Infrastructure Finance District. Work with the County to explore the formation of an EIFD to fund infrastructure and housing projects within the Plan Area.	
GA-11d. University Contributions to Infrastructure Costs. Given that the City is planning for substantial residential growth in the Plan Area in part to accommodate the planned growth of Humboldt State University, work with the University to explore ways in which the University can contribute to the infrastructure costs associated with the planned growth.	
GA-11e. Multi-Modal System Improvements Funding. Identify, develop, and prioritize utility infrastructure projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved circulation system facilities.	
GA-11f. Align Utility Infrastructure within Circulation System. To the degree possible, locate new utility infrastructure within existing and planned circulation system rights-of-way.	
GA-11g. Green Infrastructure. Continue to encourage the use of green infrastructure that promotes efficient water use and reduced water demand by requiring water-conserving design and equipment in new construction and encouraging the retrofitting of existing development with water-conserving devices.	

<p>GA-11h. Natural Drainage. Encourage and maintain the use of natural stormwater drainage systems in a manner that preserves and enhances natural features while also allowing for maximum water reclamation and reuse.</p>	
<p>GA-11i. Recreation Opportunities. Continue to consider recreational opportunities and aesthetics in the design of stormwater/retention and conveyance facilities.</p>	
<p>GA-11j. Low Impact Design. Encourage and incentivize opportunities to incorporate Low Impact Development in both new construction and remodeling/renovation of existing structures and sites.</p>	
<p>GA-11k. Incentivize Energy Efficiency and Electrification as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that exceed Title 24 energy efficiency requirements and all new construction to be electric only, with limited commercial cooking exceptions.</p>	
<p>GA-11l. Utility Undergrounding. Existing above-ground and new utilities shall be placed underground as feasible as determined by the City Engineer.</p>	
<p>Space for New Policy Proposal:</p>	