

# 3.1 OUR COMMUNITY

Land Use ▪ Housing ▪ Economy ▪ Historic and Cultural Preservation

## Land Use

### Community Form and Character

#### Goal LU-1

A Community that values its unique small town charm and livability while thoughtfully advancing new prospects for growth and economic vitality (New)

- LU-1.1 Diverse Uses.** Maintain a diverse range of compatible land uses that offer adequate flexibility to quickly respond to evolving market opportunities over time. (Modified Goal 1.A + New)
- LU-1.2 Compact Form.** Provide for a compact pattern of land uses at densities/intensities higher than traditional radiating out from the Core Area, Employment Areas and Commercial Corridors and Centers to make efficient use of the City's limited remaining developable lands and promote walkability. (New)
- LU-1.3 Beneficial Development.** Support development that affords benefits to the community including that which:
- a. Offers varied housing choices.
  - b. Provides for mixed use development.
  - c. Reuses underutilized or dilapidated buildings.
  - d. Furthers the attraction and/or retention of businesses as targeted in the Eureka Economic Development Strategic Plan.
  - e. Enhances the City's tax base.
  - f. Encourages people to walk, bike or use transit.
  - g. Integrates public use open space.
  - h. Preserves and/or enhances valuable natural, historic or cultural resources.
  - i. Applies practices that help to reduce development's carbon footprint.
  - j. Develops intersection corners with buildings instead of parking lots.

k. Advances other City goals. (Modified Policy 1.B.2 + New)

- LU-1.4 Incompatible Uses.** Facilitate the relocation of nonconforming industrial and other incompatible uses that create potential conflicts with and/or otherwise detract from the character of adjacent uses. (Modified Policy 1.B.14)
- LU-1.5 Nonconforming Uses, Site Conditions and Structures:** Existing nonconforming uses, site conditions and structures are allowed to remain. When new development occurs, non-conforming uses that are incompatible with surrounding conforming uses will be encouraged to become conforming. (New)
- LU-1.6 Incompatible Uses, Site Conditions, and Structures:** Existing uses, site conditions and structures that are in conformance with the General Plan and zoning code but not compatible with the surrounding conforming uses may be offered incentives to either relocate or modify to become more compatible with the surrounding neighborhood. (New)
- LU-1.7 Flexible Zoning:** Allow for performance-based concessions and other flexible zoning incentives. (New)
- LU-1.8 Existing Buildings and Sites.** Support economic investment in and incentives for improvements to existing buildings and sites including facade improvements, new paint and signage, retrofitting, adaptive reuse, and upgraded landscaping and paving. (Modified Policies 1.B.9 & 1.I.2)
- LU-1.9 Attractive Design.** Preserve Eureka's unique charm and character by applying design guidance that promotes attractive and well maintained development that carefully integrates the new with the best of the old. (New + Portion of Policies 1.I.4, 1.I.7, 1.I.8 & 1.L.2 and Goal 1.J)
- LU-1.10 Public Realm.** Provide safe, clean and pedestrian friendly streetscapes and public spaces through careful design and active maintenance of sidewalks, street trees, landscaping, street furnishings, lighting, public art and other elements. (Modified portion of Policies 1.1-10, 1.I-11, 1.J.1, 1.J.3, 1.J.4 & 1.J.5, 1.J.6 and Goal 1.J)
- LU-1.11 Views.** Maintain and improve the scenic vistas and physical linkages from the community to the coastline, gulches, forests and Eureka's other distinct visual resources where feasible by creating/preserving view corridors, enhancing trail and roadway connections, and providing signage and other wayfinding cues. (Modified portion of Policies 1.H.1 & 1.H.3 and Goal 1.H)
- LU-1.12 Parking.** Support coordinated "park once" strategies and allow flexibility in meeting required parking. Support coordinated and shared parking facilities that allow uses to park in one location and visit multiple destinations (New+ Policy 1.F.5)
- LU-1.13 Pedestrian-oriented Design.** Promote the creation of a strong and appealing pedestrian environment by requiring the use of transparent commercial storefronts (i.e., windows and doors) and continuous and compatible building

facades, while prohibiting the creation of blank walls and discontinuity in building facades. (Modified 1.1.9)

- LU-1.14 Incentives and Funding.** Establish meaningful and fiscally prudent incentives and funding sources to support the types of uses, development, and investments promoted by the General Plan. (Portion of Policy 1.B.2)

## Core Area

### Goal LU-2

A thriving, compact, and pedestrian oriented Core Area that serves as the heart of Eureka's civic, cultural, business and visitor activity and is appealing to new investment. (Modified Goal 1.B)

- LU-2.1 Core Area Uses and Activities.** Support the following uses and activities within the Core Area:
- a. **Mixed-use** emphasizing a highly-interactive retail and service environment at the street level with office and residential uses above the first floor;
  - b. **Housing** including the rehabilitation and conversion of vacant upper floors of buildings;
  - c. **Incentivized live-work spaces** that allow for joint living and working quarters that are promoted through reduced parking requirements and other incentives.
  - d. **Neighborhood markets** and other services needed to serve the residents and employees of the district;
  - e. **Specialty and boutique shops, restaurants, and other locally-owned storefront businesses** with particular focus on the creation of a distinct pedestrian oriented shopping district along E, F, G, 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Streets;
  - f. **Cultural and art related facilities and events** that attract patrons with particular focus on the creation of a cultural arts/theater district and renovation of the Ingomar Theater and other historic facilities;
  - g. **Coastal-related and non-coastal related visitor serving uses and recreational activities** with particular focus along the waterfront, 1<sup>st</sup> Street, 2<sup>nd</sup> Street, and the north end of C, D, E, and F Streets;
  - h. **Waterfront Hotel(s)** that draw new visitors to businesses in the Core Area and throughout the City (New).
  - i. **Professional and business services**, such as attorneys, realtors, architects, engineers, investment specialists, and other professional fields that provide a daily customer base for the retail and food-related uses in the area.

- j. **Craftsman Shops** where items such as baked goods, glass, pottery, small furniture, clocks, and other specialized items are made on site and sold onsite are strongly encouraged (New).
- k. **Public Spaces** such as plazas, squares, parks, parklets and piers including the redesign and retrofit of the Gazebo and Clark Plazas to increase their usefulness, safety and comfort;
- l. **Government Facilities and Services** consolidated into a regional center of civic offices, services and functions; and

- LU-2.2 **County 2nd and J Street Facilities.** Work with Humboldt County to relocate the County's 2nd and J Street maintenance facilities outside of the Core Area and to redevelop the site with appropriate residential, office, commercial, cultural and/or visitor serving uses. (Modified Policy 1.B.13)
- LU-2.3 **County Jail.** Coordinate with Humboldt County to define and implement measures to beautify the site and minimize the physical and visual barrier between Old Town and Downtown created by the County Jail, and to reduce loitering and criminal activities within its proximity. (New)
- LU-2.4 **Parking Assessment District.** Expand the Parking Assessment District to cover the entirety of the Core Area, begin collecting an assessment in the district, and initiate periodic parking studies to assess potential parking needs, capacities and recommended actions. Actively manage public parking facilities, including the raising of funds for the development, maintenance, and operations of parking facilities as appropriate. (New)
- LU-2.5 **Parking for Urban Residential.** Consider the elimination or reduction of parking requirements for residential uses in the Core Area in order to increase the feasibility of residential development. (Modified 1.F.5)
- LU-2.6 **Incentives for Relocation.** Encourage and provide incentives, where feasible, for the relocation of privately-owned industrial and automotive facilities that are non-conforming and not conducive to the City's vision for the Core Area. (Modified 1.B.14)
- LU-2.7 **Homeless Services.** Discourage the development or continued operation of facilities that promote the concentration of homeless services in the Core Area. The City supports the dispersal of homeless related services and facilities throughout Humboldt County. (Modified 1.B.15)
- LU-2.8 **Unreinforced Masonry Buildings.** Encourage and provide incentives, where feasible, for retrofit and rehabilitation of unreinforced masonry buildings that pose and earthquake risk. (Modified 1.B.11)
- LU-2.9 **Gateways and wayfinding signage.** Work with the community and Caltrans to design, construct and maintain strategically placed wayfinding signage and gateway entries to the Core Area to announce arrival, welcome visitors to, and guide visitors throughout the Waterfront, Old Town and Downtown. Explore concepts to enhance and/or replace existing entries and signage. (New)

- LU-2.10 Core Area Specific Plan.** Initiate a specific plan for the Core Area to create a framework to focus community efforts and enhance the ability to attract funding for reinvestment. The specific plan should solicit the active participation of local business owners and residents and address:
- a. Specific strategies to attract the types of users and activities identified in Policy LU-2.1;
  - b. Use of vacant buildings and unused upper story space;
  - c. Historic resource preservation;
  - d. Improvements to streetscapes and other public spaces;
  - e. Land use strategies for key properties along the waterfront including Halverson Park and lands east of the Samoa Bridge, the waterfront properties between C and F Streets, and the property north of First Street between G and I Streets;
  - f. Enhanced pedestrian, bicycle and transit connectivity and safety;
  - g. Improved parking;
  - h. Increased public safety and security;
  - i. Incentives, branding and promotional strategies; and
  - j. Identification of grants, associations, partnerships, financing districts and other public and private funding mechanisms to implement defined actions, improvements and maintenance. (New)

## Residential Neighborhoods

### Goal LU-3

Safe, walkable and well maintained neighborhoods that provide a diversity of quality housing choices. (New)

- LU-3.1 Range of Densities.** Provide sufficient land in a range of residential densities to enable citizens from a wide array of economic levels and stages of life to live in Eureka, and to accommodate the existing and future workforce. (Modified Policy I.K.1(a) and Goal 1.K)
- LU-3.2 High Density Housing.** Support increased development of high density housing to balance the City's housing inventory and enhance affordability. (New)
- LU-3.3 Location.** Encourage the location of high density housing in close proximity to commercial and community services, employment opportunities, major transportation corridors, and where City infrastructure can accommodate increased densities. (Portion of modified Policies 1.K.5 & 1.K.6)
- LU-3.4 Existing Neighborhoods.** Protect and enhance the integrity of Eureka's existing neighborhoods by:

- a. Retaining unique and/or historic residences and architecture;
- b. Supporting efforts to improve and maintain neighborhood appearance and the existing housing stock;
- c. Promoting and supporting the development of Accessory Dwelling Units, while striving to ensure that such development does not deteriorate the quality of life or home values in any single family residential neighborhoods;
- d. Infilling gaps and upgrading substandard sidewalks and streetscapes where needed;
- e. Implementing traffic calming as appropriate; and
- f. Ensuring that new or renovated structures are compatible with the established character of the neighborhoods. (New + modified Policy 1.K.4)

**LU-3.5 New Residential Neighborhoods.** Encourage and support new residential neighborhoods that incorporate the following:

- g. A variety of lot sizes and alternating architectural styles;
- h. A pedestrian friendly scale with interconnected streets, pedestrian and bicycle facilities linking multiple destinations within and between neighborhoods;
- i. Integrated parks, open space, schools, neighborhood markets and other gathering and activity areas within convenient walking and bicycling distance of residents;
- j. Units oriented to the primary street frontage with extensive tree canopies, attractive landscaping and designs that minimize the visual prominence of garages to enhance neighborhood character; and
- k. Preservation of significant topography, drainages, gulches, biological, visual and other resources as appropriate. (New + portion of modified Policies 1.K.1 & 1.L.6)
- l. Encourage parking to be accessed from an alley or rear of the residence.

**LU-3.6 Neighborhood Services.** Support the retention, upgrading and expansion of small neighborhood markets, restaurants and services that are compatible with the residential environment and provide for the daily needs of nearby neighborhoods. (Modified portion of Policies 1.K.3 & 1.L.6)

## Commercial Corridors and Centers

### Goal LU-4

Active, attractive and prosperous corridors and centers that boost Eureka's role as the regional hub of retail, professional/business services, and tourism. (New)

**LU-4.1 Variety of Commercial Uses.** Provide sufficient land for a broad range of viable commercial, office and mixed uses to meet the needs of the

community, capture local and visitor spending, and contribute to the City's economic vitality. (Modified Goal 1.L)

**LU-4.2 Reinvestment.** Support public and private efforts to reinvest in, renovate and maintain existing commercial areas to improve aesthetic appearance, elevate community image, increase economic competitiveness, and integrate mixed uses. (Modified Policy 1.L.10)

**LU-4.3 Gateways.** Support efforts to create gateways at the City's southern entry along Broadway and at the north end of southbound US 101 (4<sup>th</sup> Street) west of the Eureka Slough Bridge to announce arrival and welcome visitors to Eureka. (New)

**LU-4.4 Corridor Plan.** Coordinate with Caltrans to initiate a corridor plan for the Broadway Corridor to create a framework to focus community efforts and enhance the ability to attract funding for reinvestment. The corridor plan should solicit the active participation of local business owners and residents and address:

- a. Upgrades to the visual quality and cohesiveness of development;
- b. Improvements to the streetscape and other public spaces;
- c. Integration of complete streets standards including enhancement of pedestrian, bicycle and transit connectivity and safety;
- d. Improved access, visibility and parking for businesses;
- e. Prototypes for the development of underutilized, dilapidated or vacant properties;
- f. Uses, activities and strategies to encourage visitors and pass-through traffic to stop in Eureka;
- g. Incorporation of upper floor residential uses and mixed use nodes;
- h. Disposition and use of older hotels;
- i. Increased public safety and security;
- j. Incentives, branding and promotional strategies; and
- k. Identification of grants, associations, partnerships, financing districts and other public and private funding mechanisms to implement defined actions, improvements and maintenance. (New)

**LU-4.5 Henderson Center.** Support the continued vitality and upgrading of Henderson Center as a unique neighborhood shopping district. As part of this effort explore establishment of a parking assessment district and initiate periodic parking studies to assess potential parking needs, capacities and recommended actions. (New + modified Policy 1.L.5)

**LU-4.6 Small Neighborhood Commercial Centers.** Support the growth and revitalization of the small neighborhood commercial centers on Wabash Ave, Harris Ave, and Myrtle Ave. (New)

- LU-4.7 Balloon Track.** Support the activities necessary to expedite the comprehensive planning, restoration, remediation and development of the Balloon Track with an integrated mix of uses and associated infrastructure that act as an extension of the Core Area, link to the waterfront, and enrich Eureka's economy. (New + Modified 1.L.5)
- LU-4.8 Measure N.** Consider efforts to repeal ballot Measure N (November 2010) should it become an impediment to the desired development of the Balloon Track. (New)

## Other Employment Areas

### Goal LU-5

A wide range of quality industries that provides job opportunities for Eureka's residents. (New)

- LU-5.1 Variety of Industrial Uses.** Provide sufficient land for a broad range of viable Industrial uses to attract new industries and retain and expand existing uses. (Modified Goal 1.M)
- LU-5.2 Protect Industrial Lands.** Protect industrially-designated lands from encroachment by incompatible uses and activities that could conflict with or limit industrial activities. (Modified Policy 1.M.1)
- LU-5.3 Westside Industrial Area.** Maximize development potential and intensity within the Westside Industrial Area to accommodate new industrial growth and the relocation of non-conforming industrial uses from elsewhere in the City. (New + Modified Policy 1.M.2)
- LU-5.4 Hinge Area.** Encourage development of an industrial park in the Hinge Area roughly defined by Broadway and C Streets, making individual parcels and rehabilitated buildings available for small-scale industrial users. (Modified Policy 1.M.6)
- LU-5.5 Hospital Medical District.** Modify district's zoning and development regulations as needed to expand the healthcare sector and establish Eureka as a destination for healthcare. (Modified Policy 1.M.6)
- LU-5.6 Brainard Industrial Park.** Create custom zoning, development standards, and/or overlay zones that would facilitate the development of a high-end industrial park in the Brainard Annexation Area. (New)
- LU-5.7 Woodley Island.** Support uses and activities that enhance the long-term economic vitality of Woodley Island in a manner that is compatible with and enhances the commercial fishing industry. (New)
- a. **Fishing Industry** and other related and compatible uses north of the railroad tracks between Commercial Street and C Street. (Modified portion of Policies



1.B.4, 1.B.5, 1.C.1, 1.C.5, 1.D.3, 1.D.4, 1.D.5, 1.E.1, 1.E.2, 1.F.1, 1.F.4, 1.G.1, 1.G.2, 1.M.3, 1.N.7 & 1.N.13 and Goals 1.C, 1.E, 1.F & 1.G)

# Growth and Expansion

## Goal LU-6

New growth and annexation areas that are carefully planned, efficient, and contribute positively to the community. (New)

**LU-6.1 Infill First.** Promote development of vacant infill properties and redevelopment/reuse of economically underutilized sites and buildings to accommodate new growth prior to considering potential annexation. (Modified Policy 1.A.1)

**LU-6.2 Zoning Incentives.** Consider a “Zoning Incentives and Concessions Program” (which may include flexible development standards, shared parking, fast-track processing, etc.) to facilitate development or re-use of chronically vacant, underutilized, or other key sites by high-employment generating uses, uses that generate significant city revenue, and/or high value-added businesses. (New)

**LU-6.3 Annexation proposals.** Support only those annexation proposals that:

- a. Are contiguous to and provide for the orderly and logical expansion of the City;
- b. Provide for the efficient extension and upgrading of City infrastructure, services and capacities; and
- c. Contribute positively to the City’s fiscal viability and quality of life. (Portion of modified Policy 1.A.3)

**LU-6.4 Fiscal Impact Analysis.** Require all annexation proposals to prepare a fiscal impact analysis documenting short-term or long-term cumulative impacts on the City’s fiscal condition. It is the City’s objective that all annexations generate the revenue required to fully fund the urban services and infrastructure necessary to serve the area with no added costs, or decline in service levels, to existing residents and businesses within the City. (New)

**LU-6.5 Development Regulations and Standards.** Modify City regulations and standards in commercial zones to allow for greater intensities and building heights than have been allowed in the past. (New)

**LU-6.6 Pre-Annexation Development Proposals.** Coordinate with Humboldt County to ensure that land use and development proposals considered by the County within the City’s SOI prior to annexation by Eureka do not conflict with the City’s long term plans and development standards. (Modified Policy 1.A.2)

- LU-6.7 Regional Planning.** Participate in regional planning efforts with surrounding jurisdictions, the Harbor District, Humboldt County Association Of Governments, and other local and regional agencies to ensure that the City's issues and interests are represented. (New)
- LU-6.8 Project Review.** Review, comment, and coordinate on plans and projects of overlapping and neighboring agencies to ensure compatibility with the City's General Plan, and to ensure that impacts on the City are fully mitigated. (New)
- LU-6.9 Pre-Land Use Designation and Pre-zoning.** Upon annexation all Pre Land use Designations and Prezoning on Figure XXXXX shall become the Land Use Designation and zoning. (New)

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