



CITY OF EUREKA

Planning Issues and Opportunities Report

January 2015

Prepared for:
City of Eureka



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1 INTRODUCTION



1.1 BACKGROUND

In the fall of 2013, the City of Eureka initiated a comprehensive update of its General Plan to reflect the community’s current vision for accommodating growth and providing services through 2040. The updated General Plan will create a policy framework to guide future decisions regarding land use, conservation, housing, transportation, infrastructure, community services, economic development, and other relevant topics. In addition to the General Plan, the City will also be updating its Local Coastal Program Land Use Plan and will be preparing a Climate Action Plan and Environmental Impact Report.

The first major step in the General Plan Update process is to establish baseline conditions and trends in the City, and to identify issues and opportunities to inform the General Plan. This information will be used to help shape alternative growth and conservation strategies, and direct future policy options to address the topics relevant to the City.

1.2 PURPOSE OF REPORT

This Planning Issues and Opportunities Report identifies the key physical, environmental, economic, cultural, and social assets, issues, opportunities and objectives that may be considered as part of the General Plan Update. It provides a tool to help stimulate discussion on those topics that may have substantive policy implications as Eureka defines its future. This Report purposely does not reach conclusions or suggest how the City should address the issues and opportunities. Instead, it compiles and documents input received from the City Council, City Staff, stakeholders, and the community as a focus for further discussion and analysis. The input summarized reflects the opinions of those who provided input, and should not be interpreted to represent fact or the consensus of the community.

This Report is not static. It is anticipated that the identification of assets, issues, opportunities and objectives will continue throughout the General Plan Update process as additional information is generated and community input is received.

1.3 COMMUNITY INPUT AND RESEARCH

Extensive community input and research was conducted to determine the assets, issues, opportunities and objectives for the City of Eureka. The following sources have contributed to the information summarized in this Report:

Stakeholder Interviews

A series of interviews were held in November 2013 and January 2014 with elected officials and community stakeholders groups identified by City staff. In addition to City Council members, nearly 40 stakeholders were interviewed, with the stakeholders groups representing a range of community interests, including:

- Business
- Environment
- Historic Resources
- Development
- Tourism
- Arts and Culture
- Aesthetics
- Parks, Recreation and Open Space
- Housing
- Neighborhoods
- Marine Commerce

A number of questions were asked of the City Council members and stakeholder group representatives, focusing on determining their interests and defining their initial perspectives of Eureka's key assets, issues, opportunities and objectives.

City Staff Working Sessions

Working sessions were held with City staff in November 2013 (kick-off meeting) and February 2014 (Technical Advisory Committee or TAC) to discuss key issues and objectives for the General Plan update. Representatives from the City Manager's Office, Community Development, Building and Housing, Engineering, Public Works, Parks and Recreation, Police and Fire were in attendance at the kick-off meeting and/or TAC meeting.

Community Workshop

A community workshop was held on February 10, 2014 at the Wharfinger Building in Eureka to provide information on the General Plan Update process, and solicit input about the City. Approximately 50 participants attended and engaged in a series of exercises to help define Eureka's key assets, issues, challenges and opportunities.



Virtual Town Hall

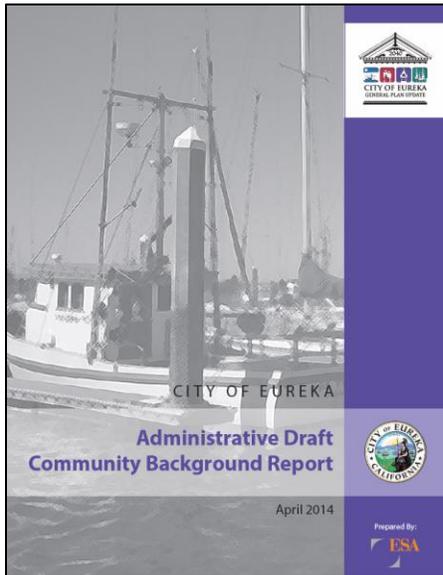
A web-based virtual town hall was available from February 10 to February 24, 2014 via the City’s General Plan Update website. Approximately 60 residents signed up and participated in the virtual town hall and provided valuable input. Similar to the community workshop, a series of questions were asked, giving residents an opportunity to help define the City’s key assets, issues, challenges and opportunities.

Focus Group Meetings

Two focus groups have been established by the City to lend their specialized expertise, experience and insights on the topics of Homelessness and Economic Development in Eureka. At the initial meetings of the Homelessness Focus Group on February 11, 2014 and the Economic Development Focus Group on April 4, 2014, participants provided input on key issues, challenges and opportunities relevant to each focus group’s interest area.

Direct Correspondence

Some residents have provided emails or letters directly to the City identifying their issues and concerns.



Community Background Report

The Community Background Report (CBR), published September 2014, presents a profile of existing physical, social and economic conditions relevant to Eureka, and is one of several supporting documents to the General Plan update. The CBR provides information on a broad range of topics including land use and community character; population, housing and the economy; mobility; utilities and services; and environmental resources and hazards. Each chapter of the CBR identifies relevant planning issues and provides a summary of key findings to be considered in the planning process.

Planning Commission and City Council Check-in Session

The Planning Commission and City Council reviewed and provided their input and perspectives on the draft Issues and Opportunities Report at a joint check-in session held on August 28, 2014.

Comments from this joint session are reflected in the report.

The following summarizes the themes that have emerged thus far based upon ongoing community input and research. These include assets, issues, opportunities and objectives that were commonly stated from multiple sources. While respondents had differing perspectives on some issues, there was broad uniformity as to the common community themes. Although not every issue identified by the community is included as a common theme, all input collected through the preparation of this report will continue to serve as a resource as the General Plan update proceeds.

2 COMMON THEMES



2.1 COMMUNITY ASSETS

An asset is defined as a positive feature or quality that helps to characterize the City and distinguish it from other communities. The identification of assets offers insights into those elements that the community places a high value upon. From the standpoint of General Plan policy, assets are to be protected and or enhanced, and can potentially be leveraged to further other community goals.

The most common assets cited include:

- Mild marine climate
- Humboldt Bay
- Community location and proximity to the ocean and Humboldt Bay
- Scenic beauty
- Natural scenery, including the harbor and waterfront, with open space in and around town
- Confluence of ecosystems; natural habitats with connectivity, including nearby forests, coastlines, and gulches
- Unique mixture of urban and rural landscapes in close proximity
- Overall positive quality of life
- High level of community involvement
- Small town atmosphere with amenities of a larger town, “small big town”, sense of community
- Rich local history
- Distinct Old Town Area
- Extensive Victorian and other historic and unique architecture
- Remarkable built environment with intact, identifiable neighborhoods
- Strong local business community

- Diverse population and labor force
- Good restaurants
- Relatively affordable housing
- General community walkability
- Extensive trail systems
- Parks and recreational opportunities including competitive sports
- Active arts community
- Good public services
- Access to excellent schools and higher education
- Quality library
- Great local publications
- Ability to live a low carbon impact lifestyle

2.2 KEY ISSUES

A key issue is defined as a concern or challenge that has the potential to detract from the City’s quality of life, desirability, economy and/or well-being. The identification of key issues offers insights into those elements that the community feels need to be improved upon. From the standpoint of General Plan policy, key issues form a starting point for the challenges to be addressed in order to further the community’s goals.

References are identified in parenthesis after each issue noting the primary source(s) that defined the issue, including:

- SI** Stakeholder Interviews
- CS** City Staff Input
- CW** Community Workshop
- VTH** Virtual Town Hall
- FG** Focus Groups
- CBR** Community Background Report

Land Use and Community Design

- There is very little developable land remaining within the City limits. (CBR)
- Throughout the City, there are a number of dilapidated buildings and underutilized properties in need of revitalization. (CW)
- The motels used as residences, underutilized properties, and homelessness along the Broadway Corridor have created blight, deterring visitors from stopping in Eureka. (CW) (CBR)
- The visual quality of development along the Broadway Corridor is low, lacking trees and landscaping, gateway improvements, consistent architectural and sign treatments, and adequate facilities for the safe movement of pedestrians and bicyclists. (VTH) (SI) (CBR)
- There is a high instance of tattoo parlors, pawn shops, liquor stores, and cigarette stores in the City, and a lack of neighborhood grocery stores. (CW) (SI)
- The Core Area has high instances of vacant buildings and unused upper story space, as well as vacant lots along the waterfront. (CBR)
- The historically low development density within the Core Area has hindered the level of pedestrian foot traffic needed to create a vibrant downtown area. (CBR)

- The location of the County jail creates a physical and visual barrier separating Downtown from Old Town. The jail is a contributing factor to drug, crime and homelessness issues. (VTH) (SI) (CBR)
- A significant portion of the City and the larger Planning Area is within the Coastal Zone and subject to the California Coastal Act and the City’s Local Coastal Program (LCP). Included are the industrial areas, Downtown, Old Town, and Broadway Corridor. (CBR)
- The Coastal Commission regulations and processes impede creative planning. (CW) (SI) (CS)
- There are too many regulatory and permitting agencies that are frequently in conflict with one another. The regulations in place are often more appropriate to urban jurisdictions, and do not take into account the rural nature of Eureka. (SI)
- With limited resources, it has been difficult for planning policies and documents, for example the Design Review Guidelines, to be prepared and adopted. (SI)
- There is a lack of land available within the City to support the development of new industrial uses outside the Coastal Dependent Industrial (CDI) zone, constraining the City’s capacity to accommodate non-coastal industries and businesses. (SI) (CBR)
- The CDI zone is overly restrictive, resulting in some businesses leaving the area, and creating an excess of CDI land. (FG)
- The Westside Industrial Area includes several vacant and/or underutilized lots. Developable land is constrained by many factors, including industrial contamination, wetlands, and the regulatory requirements for coastal developments. (CBR)
- Opportunities to develop the Balloon Track property have been discussed for many years, but have stalled due to a number of reasons, including various environmental, regulatory and community concerns. (CBR)
- The eastern shoreline of the Samoa Peninsula is lined with several vacant industrial areas and expanses of land covered in asphalt. (CBR)
- The City’s remote location and limited access hinder new businesses from moving to the region. (VTH) (CBR)
- There are not clear design guidelines for historic structures to preserve the character of specific neighborhoods. (SI) The ability to opt out of the Local Register of Historic Places allows potentially significant buildings to be altered without appropriate review. (SI)
- Greenways and gulches located outside of the Coastal Zone currently have protection under the zoning code. (SI)
- The City lacks sufficient and affordable space for dancers and artists to conduct their craft. (SI)
- The off-site billboard ordinance contributes to blight. (SI)
- Litigation and local opposition to proposed development projects creates a barrier. (FG)

Housing and Homelessness

- There are neighborhoods with blighted properties next to well-maintained homes, impacting property values in the City. (CW)
- There is high percentage of rentals in some single family neighborhoods that often are not maintained as well as owner occupied units. (CS)
- Developing Old Town buildings for housing has proven highly tedious and expensive. (SI)

- There is a lack of higher density housing to accommodate the City’s increasing share of older, retirement age households, households with single people living alone, and couples without children. (SI) (CBR)
- There is a significant lack of affordable, market rate housing and assisted living facilities for the senior population. (SI) (CW)
- Housing for younger individuals and families is needed to prevent Eureka from becoming solely a retirement community. (SI)
- There is a stigma associated with “low-income housing” that is often unfairly applied. (CW) (VTH) (SI)
- Some group homes require better regulation and management, and should be held accountable for upkeep and activities occurring on-site. (SI)
- Eureka has a higher rate of homelessness than national averages or surrounding Humboldt County, and the homeless children population also poses serious issues. (FG) (CW)
- There is a large and visible group of the homeless living in encampments in the vicinity of Downtown and the Broadway Corridor and/or spending daylight hours on the streets. (FG)
- Current efforts have not been fully successful in addressing homelessness issues and maintaining a low impact, including the provision of affordable and supportive housing, access to mental health services, real jobs and job training, and drug treatment. Civil society institutions, or NGOs, do not have sufficient means, and private sector has few incentives, to participate in this issue. (CW) (VTH) (SI) (FG) (CS)
- Providing additional services for the homeless may increase the homeless population in Eureka and conversely, some individuals do not want help. (CW) (VTH) (SI)
- There is a lack of permanent housing for the homeless to ensure that they do not relapse and end back on the street. (VTH) (SI) (FG)

Business and the Local Economy

- There is a general lack of quality employment opportunities and living wage paying jobs in the City. (CW) (VTH) (SI)
- The City lacks large employers. (SI)
- Eureka has experienced above average unemployment in recent years, with the types of jobs that are available shifting away from manufacturing and industrial toward a more service-based economy. (CBR)
- There is not enough industry in the City. Without industrial development it may be difficult to grow the tax base. (CW) (SI) (FG)
- The decline of the timber and fishing industries, along with the lack of a living wage, has had negative economic impacts. (SI)
- There has been a significant decline in overall cargo activity at the port. (CBR)
- Locally based retail establishments in Eureka are struggling; very little new retail space is being filled. (CBR)
- There are many vacant storefronts that need to be filled. (VTH) (SI)
- Existing demand for office space is relatively weak and vacancy rates high. (CBR)
- Some office tenants may follow state and federal agencies if they relocate out of Eureka. (FG)

- The marijuana industry is a significant local economic driver; however, because of the illicit nature of much of the economic activity surrounding marijuana, it is difficult to precisely quantify the economic impact of the crop within the local economy. (CBR)
- The below average educational attainment in the County and City impacts the attractiveness of the area to employers that require a skilled and highly educated workforce. (SI) (CBR)
- The aging population poses challenges for employers. (SI)
- Litigation and local opposition to proposed development projects hinder the economy, along with higher costs for transportation, construction, and other activities. (FG)
- There are many barriers facing new business owners, including high development application fees, lengthy approval processes, and an outdated zoning code. (CW) (VTH) (SI)
- State and federal regulations, such as the Coastal Act, make it difficult to attract and retain businesses. (FG)
- Local legislators appear to have difficulty in ensuring more reasonable regulations by federal and state agencies. (SI) (CS)
- The overall cost of doing business, including real estate, rent, and insurance costs are too high in desirable areas of the City versus the rate of return. (CW) (SI)
- The City lacks a comprehensive fiber optics network needed by high tech start-ups. (SI)
- Crime, drugs, and the large homeless population are major issues deterring businesses from locating in the City. (CW) (VTH) (SI) (CS) (FG)
- The location of social services occasionally conflicts with activities in the tourist and visitor serving areas, like Old Town. (FG)
- There is a lack of consensus on what types of businesses to target for recruitment which has hindered attraction efforts. (FG)
- The area does not have a unified regional approach to address economic development. (SI)
- Eureka does not have a well-defined brand. (SI)
- The entry points into the City from both the north and south on U.S. 101 are blighted and unattractive, creating a negative first impression of Eureka. (CW)
- There is great concern over whether the City can provide an adequate level of public safety and basic services without overtaxing its residents. (SI)

Mobility

Streets and Highways

- There is limited highway access in and out of the region. (CBR)
- Congestion on U.S. 101 spurs issues related to cut-through traffic in the surrounding neighborhoods and pedestrian safety along the highway. (CBR)
- U.S. 101 is controlled and operated by Caltrans, and the City has limited jurisdiction over improvements or operations. (CBR)
- There is a lack of cohesive planning along the US 101 Corridor, and collaboration with Caltrans needs to be improved. (CW) (SI) (CS) (VTH)
- Main roadway corridors (e.g. Harris, H, and I Streets) that serve as primary connections to Old Town need significant improvements to be safer for pedestrians, bicyclists, and motorists. (SI)

- The City does not have a Complete Streets program. (CBR)
- Eureka had substantially more collisions reported than most communities its size. (SI) (CS) (CBR)
- Speeds allowed on roadways are too fast and hinder pedestrian movement. (CW)
- The City has no traffic impact fees to improve or maintain roadways. (CW)
- The area lacks a regional approach to address traffic. (SI)

Core Area Circulation and Parking

- Finding parking close to your destination in the Core area can be difficult at times and, consequently, parking requirements can negatively impact the establishment of new businesses; the notion of parking on every block needs re-thinking. (SI) (CW)
- Un-signalized intersections along 4th and 5th Streets can be difficult and unsafe to cross. (SI)

Bicycle and Pedestrian System

- Many residents choose to drive rather than bike or walk due to the distance between some neighborhoods and local services, safety concerns, and difficulty crossing U.S. 101. (CW)
- Bike lanes in the City are inadequate. (CW) (VTH)
- 4th and 5th Streets create a physical north-south barrier to pedestrians and bicyclists. (CBR)
- The Broadway Corridor is perceived as unsafe for pedestrians and bicyclists, and the environment is not pleasant for walking or biking. (VTH) (SI) (CS)
- The lack of landscaping and trees along the City's streets and sidewalks may hinder pedestrian activity. (CW)

Transit

- A better, more expansive bus system is needed, ideally that is sustainable and green. (CW) (VTH)

Goods Movement

- Goods movement through the deep-water port is limited by infrastructure as the rail line south has been damaged. Rail transportation as a whole needs improvement within the region. (CBR) (SI)
- The Harbor Commission is a barrier to expanding east-west rail and in turn limiting goods movement. (SI)

Airport

- The Arcata/Eureka airport needs air service that is reliable and cost effective. (SI) (CS)

Utilities and Services

Utilities

- The City's wastewater collection system is an older system experiencing high amounts of inflow and infiltration of groundwater and storm water into the pipes, which needs to be reduced to avoid treatment and pipe capacity issues. (CBR)
- The City's drainage utility program is underdeveloped and underfunded. (CBR)
- Due to Eureka's proximity to Humboldt Bay and the potential for sea level rise, additional attention is

needed on flood prevention and protection. (CBR)

- The availability of high speed DSL, cable, and cellular phone service is limited in some rural locations within the Planning Area. (CBR)
- A considerable amount of illegal dumping occurs in Eureka. (SI)
- There are challenges for continued composting viability that include negotiating a cost effective extension to existing contracts with the Mad River Compost Facility. (CBR)
- There are challenges to implementation of a regional anaerobic digester facility that include developing a cost effective collection and processing capacity; securing control of necessary feedstock; and funding the project’s capital and ongoing program costs. (CBR)

Law Enforcement

- City police services are stretched thin, and short staffing has been a problem. (SI) (CBR)
- Crime is a significant issue in the City. (CW) (VTH) (SI)
- Realignment has resulted in an increase in property crime. (SI) (CS)
- Bad driving techniques and traffic violations make the City unsafe. (CW)
- Access to drugs and a lack of services to support rehabilitation of drug addicts is a major issue for the City. (CW) (VTH) (SI) (FG)
- Homeless campsites and motels used for prostitution and drugs create a significant law enforcement and safety problem. (CW)
- Police officers are not trained to address the homeless and mentally ill. (CW) (SI)
- The western (west of H Street to the bay) and northern (north of 14th Street to the bay) areas of the City have particularly high crime rates. (CBR)
- The relationship between the police and local residents could be improved. (CW)

Fire Protection and Emergency Services

- Weed abatement is needed in specific areas to prevent fires and maintain properties. (CW)
- Humboldt Bay Fire (HBF) does not currently meet its average response time goal for all service calls, including emergency medical service (EMS) calls. (CBR)
- Inadequate hospital care forces people to travel elsewhere for this service. (SI)

Schools

- School facilities need updating and maintenance. (CW)
- Eureka residents take their children out of local schools to attend schools outside the City. (VTH)

Parks and Recreation

- Many of the City’s public spaces are in need of revitalization to encourage positive citizen interactions. (CW) (VTH)
- There is a lack of park space in the City. (CW)
- Swimming amenities and opportunities are limited and in need of improvement. (SI)
- Many parks, including Sequoia Park, are in need of maintenance. (CW) (VTH) (SI)

- The Westside neighborhood is the most densely populated neighborhood in Eureka and with the closure of Jefferson School in 2006, is in need of recreational facilities. (CBR)
- Existing parks are located too far from Downtown. (VTH)
- There is a need for additional recreational activities after work hours. (CW)
- Public restrooms in parks create issues with the homeless. (SI)
- A sustainable funding source and clear understanding regarding the maintenance responsibility between the City and County is needed to maintain existing parks. (SI)
- The greenways and gulches need more consideration. (CS)
- The approval process for new trails is arduous. Issues associated with implementation of proposed trails include land acquisition, regulatory permitting, and funding. (SI) (CBR)

Library

- The library should receive funding to continue to build its inventory. (CW)

Environmental Resources and Hazards

Biological Resources

- The California Coastal Commission holds the region to higher standards than the rest of the State, and is stricter with its interpretation of environmental regulations. (SI)
- Numerous special-status plant and wildlife species have the potential to occur within the Planning Area. (CBR)
- Significant coastal resources exist within the Planning Area. (CBR)
- The gulches are not currently protected, contain sensitive habitat and are an important hydrologic and biologic resource to the community. (CBR) (CS)

Hydrology, Water Resources and Sea Level Rise

- Development could have an effect on water quality of receiving waters from the introduction of new impervious surfaces if not managed effectively. (CBR)
- Flooding and tsunami run-up hazards could cause limitations on development projects located within floodplains and low lying areas along the coastline and bay shores. (CBR)
- Sea level rise poses a serious threat to the region and will impact existing and future land uses, critical transportation networks such as U.S. 101, and wastewater and drinking water infrastructure assets including the wastewater treatment plant. (CS) (CBR)
- Stormwater management will become increasingly difficult with rising tides, as will operation of mechanical tide gates and water control structures. Several portions of Old Town and the City's waterfront are at risk of increased inundation. (CBR)
- Greater erosion will occur from higher sea levels that result in longer periods of time natural shorelines will be affected by waves at high tide.(CBR)
- Increased wave heights and force caused by higher water levels will affect the structures along the coastline. (CBR)
- Sea level rise will cause changes to sediment supply and movement that can worsen beach erosion and have adverse effects on the long-term survival of coastal wetlands. (CBR)

- An increase in sea level could cause salt water to intrude further into groundwater, contaminating drinking water supplies and/or increasing corrosion on buried infrastructure.(CBR)

Agricultural and Timberlands

- As growth pressures increase in the City and along the fringe, along with budget limitations to support Williamson Act contracts, existing agricultural land outside of the City but within the Planning Area are susceptible for conversion to urban uses. (CBR)
- There is the potential for loss of productive timberlands outside of the City but within the Planning Area due to development pressures, environmental conditions related to water withdrawals and erosion, and the need to protect sensitive, threatened or endangered species. (CBR)

Historic and Cultural Resources

- A number of significant archaeological sites exist within the Planning Area, and it is possible that additional sites remain undiscovered or inadequately described; most sites would be expected in the vicinity of Humboldt Bay, but sites could occur elsewhere in the area. (CBR)
- Eureka contains many examples of historically important building and neighborhoods. The City’s historic preservation program (Local Register of Historic Places) is voluntary, placing many of these structures at risk. (SI) (CBR)

Air Quality and Climate Change

- Climate change has the potential to impact the City, its resources, and public safety. (VTH) (CBR)
- The largest contributor to Greenhouse Gas Emissions (GHG) in the City is mobile emissions from passenger vehicles, freight and service trucks, off-road vehicles, and construction equipment. (CBR)

Noise

- The major sources of noise in the Planning Area result from roadway noise, industrial noise, and other fixed noise sources such as airports and the fairgrounds. (CBR)
- U.S. 101, with its high volume of traffic, generates the most roadway related noise, followed by Myrtle Avenue, Harris Street, and Henderson Street. (CBR) (SI)

Geology, Soils, and Seismicity

- The Planning Area is located in a region that has numerous active onshore and offshore faults, some of which are capable of causing substantial ground shaking and related effects. Seismic activity from these faults, as well as from the Cascadia Subduction Zone, poses a threat to historic buildings, along with the City as a whole. (SI) (CBR) (CS)
- The City is susceptible to tsunamis. (CS)

Hazards and Hazardous Materials

- There are a number of sites within the Planning Area that have undergone or are currently undergoing investigation and/or remediation for contamination with hazardous materials. (CBR)

2.3 OPPORTUNITIES

An opportunity is defined as a circumstance or potential action that provides the possibility to enhance the City’s quality of life, desirability, economy and/or well-being. The identification of opportunities offers

insights into those actions that the community feels should be pursued to support positive advancement and progress. From the standpoint of General Plan policy, opportunities present prospects to be explored that can contribute to furthering the community’s goals, and in many cases directly respond to identified issues.

References are identified in parenthesis after each opportunity noting the primary source(s) that defined the opportunity, including:

SI	Stakeholder Interviews
CS	City Staff Input
CW	Community Workshop
VTH	Virtual Town Hall
FG	Focus Groups
CBR	Community Background Report

Land Use and Community Design

- Improve the Broadway Corridor to increase its visual quality and provide a more cohesive entrance into the City. (SI) (CBR)
- Partner with businesses to curb blighted conditions and promote new growth and business opportunities. (SI)
- Take advantage of the vacant buildings, unused upper story space, and vacant lots within the Core Area for restoration, revitalization and infill development, and to promote compact development. (CBR) (CW)
- Explore opportunities to eventually relocate the County jail to unincorporated County land. (VTH) (SI)
- Establish entryways to identify Downtown and Old Town. (SI)
- Encourage flexibility and consistency in the Zoning Code, and provide streamlined permit approvals to promote development and businesses. (CW) (VTH) (SI)
- Educate the public on the numerous external regulatory challenges that the City and businesses face. (SI)
- Develop a more coordinated General Plan and LCP to better utilize industrial areas of the City and make it easier to open businesses. (SI)
- Expand the permitted uses within the CDI zone, strategically preserve waterfront CDI properties for industrial development, and convert other CDI properties to alternative uses. (SI) (FG)
- Provide an adequate amount of land zoned for a variety of industrial uses to ensure there are employment opportunities. (CW) (VTH) (FG)
- Develop the Balloon Track property. (CW) (VTH) (SI)
- Utilize vacant and underutilized lands and buildings before new development or additional annexations or expansion occurs. (CW) (SI)
- Explore annexation, in particular the Samoa Peninsula, to increase industrial capacity and make the City more attractive for business. (FG) (VTH) (CW) (SI)
- Consider annexing the communities of Myrtle town, Pine Hill, Cutten/Ridgewood, and County land between Willow Street and the Golf Course. (VTH) (SI)
- Capitalize on already well-served retail assets, and pursue high end stores for the City. (SI)

- Encourage mixed use zoning, including commercial and retail uses in residential neighborhoods. (CW)
- Capitalize on of the Shoreline RV Park and a large privately owned property (Shoreline Development Property) near Target as primary development opportunity. (CBR).
- Designate new land for greenbelts, conservation and open space. (CW) (VTH)
- Consider the role and benefits of trees and landscaping in the community, and consider adoption of a Tree Ordinance.
- Ensure that community gardens are supported in the General Plan Update and approved for all of the City's zones.
- Develop amenities/facilities to hold year-round community events, and develop a more social community to improve safety. (CW)
- Adopt an ordinance to curb the number of medical marijuana dispensaries in the City. (SI)
- Promote low impact development and enforcement of green building code regulations to ensure Eureka stays sustainable. (SI)
- Develop a clear wayfinding system and identify landmarks. (SI)
- Increase City collaboration with the Harbor District and surrounding jurisdictions, especially with Humboldt County and other governmental agencies on land use issues. (SI) (FG)
- Allocate funding and strive to incorporate more public art within new development projects. (SI)
- Adopt ordinances to better regulate billboards and night lighting. (SI)

Housing and Homelessness

- More effectively preserve historic neighborhoods and architecture. (CW)
- Complete a survey of historic structures and promote rehabilitation to enhance the surrounding urban fabric. (SI)
- Encourage homeowners to maintain sidewalks and streetscapes fronting their property. (VTH)
- Promote the development of live/work units and incentives to complete adaptive reuse projects. (VTH) (SI)
- Repopulate Downtown with high quality and affordable housing through mixed use development and new condominiums. (VTH) (SI)
- Promote multi-story housing in Downtown, including that for seniors and the disabled, to take advantage of proximity to services, public transportation, and shopping. (VTH) (SI)
- Explore opportunities for higher density redevelopment and/or the rehabilitation of commercial uses into residential uses along the Broadway Corridor. (CW) (SI)
- Convert the old motels along the Broadway Corridor to affordable housing. (SI)
- Promote development of larger second units on oversized lots (e.g. the size of the second unit could be related to size of the lot) as a realistic, implementable option to create new affordable housing. (VTH) (SI)
- Allow very small housing units (e.g. 200 square feet) on an existing lot. (SI)
- Ensure that affordable housing is well designed and mixed in with market rate units. (CW) (VTH) (SI)
- Develop affordable housing close to bus lines, near shopping, near veteran facilities and/or centrally located in the City. (SI)

- Spread efficient and affordable housing units throughout the City versus concentrating them in specific areas to improve the social fabric. (SI)
- Incentivize smaller apartments as part of mixed use projects, including single room occupancy (SRO) housing. (SI)
- Encourage energy efficient housing construction. (SI)
- Apply for grant funding and consider hiring experts to address the homelessness problem. (CW) (VTH)
- Designate land uses and more affordable, longer term housing for the homeless. (CW) (SI) (FG)
- Encourage temporary housing and emergency shelters as a short-term, interim solution to house the homeless, improve safety, and help transition individuals back into a permanent living situation. (CW) (SI)
- Establish and run a homeless encampment. (VTH) (SI)
- Initiate targeted homelessness outreach and assessment of people in encampments. (FG)
- Prioritize high need/high barrier homeless people for available housing. (FG)
- Formalize a homeless outreach team with a “Housing First” focus. (FG)
- Improve mental health as it relates to homelessness by creating a Mental Health Services Act (MHSA) funded housing program. (FG) (CW) (SI)
- Conduct data analysis to understand what is needed to completely end homelessness in Eureka. (FG)
- Continue collaboration with the Humboldt County Housing and Homeless Coalition (HHHC) and the homeless population to develop and implement County-wide homelessness solutions, and consider more collaboration with the City and retail sector for homeless employment. (FG) (CW)

Business and the Local Economy

- Encourage businesses that pay higher wages. (CW) (SI)
- Provide a mixture of new blue collar and middle class jobs, and manufacturing and tech jobs, to retain the middle class population. (SI)
- Diversify employment opportunities within the City beyond government jobs and tourism. (SI)
- Consider building a regional hospital so the City can attract more doctors. (SI)
- Partner with Humboldt County to attract large businesses employers and create new jobs. (SI) (FG)
- Encourage new businesses related to technology and communications, energy, aviation, and small scale, environmentally-friendly manufacturing. (CW) (VTH)
- Expand local food production, fishing, wool, and lumber by-products and industries. (CW) (VTH) (SI)
- Foster specialty products manufacturing within the local area. (FG)
- Identify and prepare “shovel ready” sites that are suitable for industrial development. (FG)
- Focus certain CDI activities such as bulk cargo storage and handling on the Samoa Peninsula, and others such as fishing-related activities more traditionally associated with the City and its character on Eureka’s waterfront. (CBR)
- Revisit the Waterfront Plan to maximize use of the City’s underutilized Waterfront properties. (VTH) (SI)
- Expand the boating industry, the commercial fishing industry and aquaculture. (CW) (VTH) (SI) (FG)
- Promote a “wet fish” industry, such as exists in Monterey, CA. (SI)

- Expand and enhance the Port of Humboldt Bay’s role as a west coast shipping hub. (FG)
- Improve transportation efficiency between Eureka and other parts of Northern California to enhance the competitiveness of the port. (CBR)
- Pursue methods to attract cruise ships to the Bay. (SI)
- Construct another fuel facility to capitalize on boat traffic. (SI)
- Coordinate with the County and other entities to demonstrate to the Coastal Commission that excess CDI uses exist within the region. (CBR)
- Partner with Humboldt State University to establish the City as a small industrial incubator for businesses wanting to locate in the City. (CW) (VTH)
- Take advantage of the City’s location to capture economic activity related to processing, marketing, and distribution of agricultural and food products. (CBR)
- Capitalize on the City’s location by promoting waterfront activities and industries. (VTH) (SI)
- Develop a convention center as part of the waterfront development to attract regional and statewide events and conferences. (SI)
- Encourage development of the Balloon Track property. (SI)
- Maintain and strengthen Eureka’s position as the retail hub for Humboldt County and the North Coast. (FG)
- Correct the potential misconceptions of retailers regarding local trade area potential. Locating in Eureka offers access to a much larger consumer base than it would appear based on Census population estimates for the City only. (FG)
- Capitalize on the City’s location and ability to draw shoppers from the region and strong Chamber of Commerce to entice new businesses; also target residents in neighboring communities working and shopping in Eureka to move to Eureka. (CW) (VTH) (SI)
- Maintain an emphasis on Downtown for economic growth and stability. (SI)
- Encourage businesses to locate near the entry points to the City to attract visitors and promote local businesses. (VTH)
- Establish a fund to improve existing commercial buildings to attract new tenants. (SI)
- Support and promote local businesses that are unique to the City and the region by offering tax breaks, small business loans with low interest rates. (VTH) (SI)
- Offer incentives to small businesses to ensure economic diversity and prevent the presence of big box retailers. (CW) (VTH)
- Build Eureka’s presence as a regional medical and office center. (FG)
- Develop a program to address seismic safety concerns within existing office structures. (FG)
- Increase Eureka’s attractiveness as a tourism destination. (FG)
- Encourage hotels and restaurants to work together to promote tourism and cross market. (SI)
- Promote eco-tourism, such as high end RV-camping, kayaking, sport fishing, motorized vehicle rentals and bicycle rentals. (VTH) (SI)
- Market the City as a home base for tourists to visit the redwoods. (SI)
- Expand lodging opportunities, and remove/convert older motels. (SI)
- Expand the City’s existing arts and crafts culture as a regional draw. (CW)

- Develop annual events (i.e. Victorian Christmas festival, crab crawl) and tours of local attractions such as local filming locations to attract tourists. (SI)
- Work with the Chamber of Commerce and heritage groups, to build a Heritage Center, or a National Heritage Area to promote heritage (cultural) tourism. (SI)
- Pursue beautification of various parts of City to bolster economic growth and improve tourist areas, including the use available funds for weed abatement, façade improvements, etc.; enforce existing regulations with regard to maintenance/grounds keeping; and consider use of transient occupancy tax proceeds to help with funding. (FG) (CW)
- Engage in conversations with the Timber Heritage Association to create a railroad connection between Eureka to Samoa, which would promote tourism. (SI)
- Explore major attraction to sustain the economy during off-seasons such as a regional sports complex or a transportation museum. (SI)
- Create a unique branding for Eureka as an organic, GMO free, farm to table, pristine area with high quality of life to support economic development and attract out-of-town businesses. (SI) (CW)
- Promote Humboldt-made products. (SI)
- Avoid imposing additional rules and regulations to encourage development, while instilling more business-friendly values. (SI)
- Create or promote a job training program for residents and the homeless population. (SI)

Mobility

Streets and Highways

- Work with the County, regional and state agencies to improve access in and out of Humboldt County. (SI)
- Coordinate with Caltrans to better plan, manage, and improve traffic flows on US101. (SI) (CBR)
- Explore a bypass of US 101. (CW)
- Consider implementing one-way streets through neighborhoods to enhance traffic flow. (CW)
- Transform specific streets, including: H Street, I Street, and 4th-7th Streets to allow two-way traffic. (VTH)
- Establish a complete and effective street sweeping program, including all street gutters, to enhance roadway quality. (SI)
- Implement a Complete Streets program. (CW)
- Enhance transportation safety through traffic calming. (CW)
- Aggressively enforce speed limits and traffic laws. (SI)
- Establish and collect traffic impact fees. (CW)

Circulation and Parking

- Promote the mindset that parking does not need to be directly adjacent to a given destination and encourage a park-once strategy. (VTH)
- Expand the Parking District and implement paid parking, with the proceeds going to local businesses to fix sidewalks, pot holes, paint facades, prune trees. (CW) Relocate parking lots from main roadway corridors. (SI)

- Explore alternative parking regulations including tandem parking, angled parking, and shared parking to improve parking constraints for businesses. (SI)
- Install traffic signals at the intersections of L and 4th Streets and at K and 4th Streets to enhance pedestrian safety. (SI)
- Update existing traffic, parking, and wayfinding signage in the Core Area. (SI)
- Introduce electric charging stations into Downtown to promote the use of low-emission vehicles. (VTH)
- Explore liberalizing parking requirements in the City and have the Transportation/Parking Commission examine the parking rules and regulations to improve parking. For instance, consider altering the parking requirements that can hinder establishment of businesses, particularly in areas such as Henderson Center or Downtown, where land availability is constrained (SI)

Bicycle and Pedestrian System

- Enhance connections between neighborhoods and local stores to promote walkability. (CW)
- Provide protected bike paths (Class I). (CW)
- Ensure more public access to gulches via bicycling and hiking trails. (SI)
- Develop a bike path from the College of the Redwoods to Arcata. (VTH)
- Enforce rules along bikeways. (SI)
- Invest in safe crossing infrastructure and ensure adequate times for people to cross streets. (CW) (VTH)
- Limit automobile access in specific parts of the City, like Old Town, and encourage biking and walking instead. (VTH)
- Plan for and allocate funding to preserve and create more tree-lined streets to assist in traffic calming and thus enable and improve bicycle and pedestrian activity. (CW)

Transit

- Provide a more reliable and convenient bus system, particularly along the Broadway Corridor. (CW)
- Extend existing bus service to operate for longer hours to allow for easier evening and night time commutes to and from local events. (VTH)
- Consider further subsidizing public transit costs for seniors and students. (CW)
- Ensure existing and future transit stops are compliant with ADA standards. (CW)
- Consider including increased rail infrastructure as an opportunity that can benefit the City. (SI)

Goods Movement

- Continue to investigate and support an east-west rail connection. (SI)
- Promote Eureka as a port and rail City focusing on short sea shipping, by improving the Harbor/Bay structures to support larger ships. (CW) (SI) (VTH)
- Develop a bypass around the City to keep large trucks off local roads. (VTH)

Airport

- Promote improvements to the Arcata/Eureka airport that support more reliable and cost effective air service. (SI)

Utilities and Services

Utilities

- Ensure that adequate infrastructure is available to support businesses. (VTH) (SI)
- Require new development to contribute funds to support infrastructure. (CW) (VTH)
- Implement a dark sky ordinance to address street lights and commercial lights. (SI)
- Implement an aggressive beautification campaign, in particular within Old Town, which includes the undergrounding of utility lines. (VTH)

Law Enforcement

- Hire additional officers to ensure the City is proactive in its approach to public safety. (VTH)
- Aggressively enforce local laws to prevent crime and generally ensure citizens feel safe. (CW) (VTH) (SI)
- Enforce traffic laws and encourage transportation safety. (CW) (VTH)
- Encourage further establishment and enhancement of neighborhood watch programs. (CW)
- Encourage police officers to walk and bike as they patrol the City. (VTH)
- Provide for more graffiti abatement. (SI)

Fire Protection and Emergency Services

- Update and upgrade outdated fire station facilities.
- Increase the number of paramedics to one at every station.
- Promote and increase disaster preparedness.
- Consider the establishment of a joint EOC with Humboldt County. (SI)

Schools

- Continue to partner with and leverage relationships with College of the Redwoods, Humboldt State University, and Eureka City Schools. (SI) (CW)
- Coordinate the development of vocational programs and core high school courses aimed at preparing local students within the Eureka city school system. (SI) (CW)

Parks and Recreation

- Revitalize public spaces to encourage resident use. (CW) (VTH) (SI)
- Develop a children's playground near Adorni Center. (CW) (VTH)
- Promote the incorporation of green spaces along the waterfront and into Downtown and Old Town, with continued improvements to the boardwalk to enhance recreational opportunities. (SI)
- Develop a pedestrian mall in Old Town near the Gazebo. (CW)

- Hold more community events (i.e. live music, art shows) in Downtown. (CW)
- Extend the summer concert series into the fall. (SI)
- Create a space for a year-round Farmers Market at F Street that can be rented by local farmers. (VTH)
- Expanded aquatic facilities and services (i.e. pools, sailing classes, boating classes, Coast Guard facilities). (SI) (CW)
- Provide disc golf and skate park amenities. (SI)
- Develop sports fields (like Redding) and turf soccer fields for soccer tournaments, perhaps at Cooper Gulch Park. (SI)
- Convert more of the wooded areas of the City into urban parks (like Golden Gate Park). (SI)
- Create a parkway through the Cutten/Ridgewood areas (like Golden Gate Park) or a community forest. (SI)
- Develop a nature center or interpretative center at the marsh to draw residents and visitors. (SI)
- Establish community gardens to improve health and provide healthy, fresh food and food security for Eureka, and emphasize community health as a key priority of the City. (CW)
- Eliminate public restrooms in parks to address safety and homeless concerns. (SI)
- Require new development to contribute funding to support parks. (SI)
- Encourage public-private partnerships and partnerships with local schools and community groups to maintain parks and recreational facilities. (SI)
- Establish a clear vision for greenways and gulches to solicit property owner support for a gulches and greenways ordinance, and complete a gulch-greenways ordinance to provide for proper use of these areas. (SI)
- Continue to develop new trails and expand existing ones connecting natural areas to different parts of the City, Arcata, and along the Bay. (CW) (VTH) (SI)
- Improve parks and trails to be compliant with ADA regulations. (CW)
- Establish weekly trash clean-ups, and hold parades, art fairs and nature events to promote civic pride. (VTH)
- Update community facilities with green technology. (VTH)

Library

- Hold additional events at the library to foster a sense of community. (CW)

Environmental Resources and Hazards

Biological Resources

- Establish policies to protect special status species and coastal resources. (CBR)
- Adopt a greenways and gulches ordinance that includes protection for sensitive habitat, hydrologic and biologic resources. (SI)

Hydrology, Water Resources and Sea Level Rise

- Actively address sea level rise and adaptation to protect the City's land use, infrastructure and natural resources. (SI) (CBR)

Agricultural and Timberlands

- Continue to collaborate with the County on the McKay Tract to establish a community forest allowing public access and recreation, sustainable timber harvest, and watershed and resource conservation. (CBR)

Historic and Cultural Resources

- Educate property owners and residents on the laws of historic preservation and what options they have if they own or occupy a historic structure. (SI)
- Institute a national heritage area for the City. (SI)
- Establish a set of clear, community-based, historic design guidelines. (SI)
- Preserve historic architecture, discourage cartoon architecture, and look towards Ferndale, “The Victorian City,” for inspiration. (SI)
- Actively preserve historic resources by integrating the old with the new and updating neighborhoods while maintaining their charm and character. (SI) (CS)

Air Quality and Climate Change

- Proactively address climate change, such as shoring up dikes and roadways for future sea level rise. (VTH)
- Develop a climate action plan concurrent with the General Plan Update to ensure compliance with AB 32. (CBR)

Noise

- Consider proximity of future uses and sensitive receptors to stationary noise sources and high volume roadways. (CBR)

Geology, Soils, and Seismicity

- Ensure thorough investigation of any development proposed on or immediately adjacent to the Little Salmon fault trace in accordance with the Alquist-Priolo Act. (CBR)

Hazards and Hazardous Materials

- Continue supporting efforts of the Humboldt-Del Norte Hazardous Materials Response Authority as a regional collaborative response team. (SI)

2.4 OBJECTIVES

An objective is defined as a desired end point that reflects the City’s aspirations for the future. The identification of objectives offers insights into the community’s shared values and vision for what it would like to become. From the standpoint of General Plan policy, objectives establish a sense of purpose and reference point to guide policy development and ultimate implementation of the General Plan.

In the future Eureka should strive to be a community that is:

- Well planned with welcoming public spaces.
- Has a small town character with tree-lined streets.
- Recognized for its historic architecture.

- An ideal place for people of all ages to live.
- Known for growing through infill and not sprawl.
- A champion for affordable housing.
- A model for addressing homelessness, drugs, and mental health issues.
- A commercial, retail and employment center for the region.
- An active port and rail city.
- A center for sustainability and clean industry.
- Progressive in job creation and business attraction.
- Supportive of local businesses and the arts.
- A tourist destination.
- Focused on a healthy natural environment.
- Active in forming public-private partnerships to provide infrastructure and services.
- A model city for multi-modal transportation.