



COUNTY OF HUMBOLDT
PLANNING AND BUILDING DEPARTMENT

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Date: January 6, 2020 For the meeting of January 8, 2020

To: McKinleyville Municipal Advisory Committee

From: Planning and Building Department

Subject: McKinleyville Town Center Master Planning
Focused Planning on Wetlands, Open Space, Land Use, Design

Objectives for January 8th MMAC Meeting

- 1) Ideas from table top discussions presented to the McKinleyville Municipal Advisory Committee (MMAC) for refinement into ordinance concepts.
- 2) Develop direction for Masterplan in areas of focus.

Next Steps

January 22nd meeting focused on Transportation, Streetscape, Public Facilities, and Financing.

Background on the McKinleyville Community Plan and Town Center Area

The McKinleyville Community Plan was adopted in 2002 and calls for the creation of a unique identity for McKinleyville through the development of a town center. The Town Center Area is approximately 141 acres in size and comprised of 65 Assessor's Parcels along Central Avenue between Heartwood and Railroad, including portions of Gwin, Hiller, and Picket Roads. The Plan envisions the Town Center becoming a community focal point containing shops, work places, parks, walking and biking paths and civic facilities essential to the daily lives of residents.

McKinleyville Town Center Master Planning Process, Timeline and Outcome

Public participation for Town Center planning began with a brainstorming session on November 13, 2019. That was followed on December 11th with roundtable discussions on each of the focus areas. The next MMAC meeting will be on Wednesday, January 22nd when the focus will be on Transportation, Streetscape, Public Facilities, and Financing. MMAC review of the initial draft Master Plan is scheduled for February 22nd and review of the final draft is scheduled for March 11th.

Summary of Issues and Opportunities Relating to Focus Areas

Wetlands

The Community Plan broadly defines wetlands and seeks the protection and preservation of wetlands in the Town Center area in Section 3422.7. The Wetlands definition requires that a given area satisfy at least one of the following three criteria: (1) the presence of wetland plants; or, (2) soils that are sufficiently wet in the upper part to develop anaerobic conditions during the growing season; or, (3) periodic inundation for seven (7) consecutive days.

This definition differs from the countywide General Plan (Standard BR-S11), which specifies that the county follow the U.S. Army Corps of Engineers Wetland Delineation Manual, which typically requires the presence of all three criteria listed above, rather than just one. The Community Plan wetlands policy would suggest that the undeveloped area of the Town Center contains a substantial amount wetlands, covering approximately 60% of the parcel based on the wetland information available at this time.

The Community Plan resulted in the adoption of a Wetlands Combining Zone to require identification of the precise boundary of Wetland Areas to be protected and retained in their natural state (Section 3422.9), and severely limits new development in Wetland Areas such that urban uses are foreclosed (3422.13). In addition, the Community Plan specifies that “(n)o land use or development shall be permitted in Wetland Areas” within newly created parcels and that “(o)n existing parcels, development within Wetland Areas shall be permitted where the least environmentally damaging alternative of development techniques is employed and where mitigation measures have been provided to fully offset any adverse effects.” Based on the available wetland mapping of the undeveloped properties in the Town Center and the Community Plan wetland definition in concert with the policies listed above, development within the undeveloped parcels of the land uses envisioned by the Town Center policies of the Community Plan would be severely limited.

A site-specific wetland delineation by a qualified biologist may reveal a reduced or larger area of wetlands on the property. State agencies involved with review of future development proposals on the site, particularly the California Department of Fish and Wildlife and the Regional Water Quality Control Board, have their own wetland protection standards that will guide their approval of future development of the site.

During the November 13th and December 11th public meetings, wetlands were identified as an important topic for Town Center master planning. Interest was expressed in both revisiting the Community Plan wetland definition to allow development flexibility, and retaining and enhancing wetlands. The Community Plan would likely need to be amended to allow either preference to be implemented.

How wetlands are protected, and how impacts to wetlands would be mitigated, are critical issues that could have an effect on Town Center objectives.

Question #1 for MMAC discussion: How should tensions in Community Plan policy between the vision of a mixed use town center within the core area of McKinleyville and strong protections for wetlands be resolved?



The recommendations of the MMAC will prompt amendments to the Community Plan related to wetlands and the Town Center vision and, depending upon the chosen direction, other changes to the Community Plan and Zoning Code may also be necessary to be consistent the General Plan Housing Element and Housing Inventory, including changes to:

- Wetlands Definition
- Allowable Uses in Wetlands
- Wetlands Mitigation
- Town Center Vision and Objectives
- Streamside Management Area and Wetlands Regulations

Open Space

Community Plan Appendix D, Trail and Park Description, and the Community Plan Pedestrian and Bicycle Circulation Map show the following trails and parks in the Town Center Area:

- Midtown Bike and Pedestrian Corridor (Trail # 20)
- Railroad Avenue Trail (Trail # 29)
- McKinleyville shopping Center / City Center Road (Trail # 31, a series of trails)
- Hiller Road Trail (Trail #33)
- The south side of Hiller Road is also an area mapped as a Proposed Park on Figure 12b, Pedestrian and Bicycle Circulation),
- City Center Park (proposed park #4), specifying that the area around "Pierson Pond" is to be retained in its natural state as open space consistent with the Policies of Section 3420.

The Community Plan also encourages an ample supply of specialized open space in the form of squares, greens and parks whose frequent use is encouraged through placement and design (Section 2100.1F). In relation the Town Center, the Community Plan seeks to create an aesthetic composition of buildings and open space (such as urban parks, courtyards and gardens, with a connected system of pedestrian walkways, alleys and streets) that will encourage frequent use (Sections 2350 and 2642.3).

During the December 11th public meeting, open space was an important issue and discussed at a number of the focus tables. At the Wetlands focus table these was the desire to move the mapped park area into larger area and make interpretive area and allow development of the Hiller Road area and to rethink where business are going (e.g. McKinleyville Ave.) and retain contiguous open. At the Land Use focus table, open space represented potential leisure areas, and that there is a need for a Town Square/Focal Point and Gathering Areas. At the Economic Vitality focus table public toilets and public pool were highlighted. And at the Community Space and Art focus table it was suggested that there should be open space with temporary cover (canopy)

The input at the recent public meetings indicates that there continues to be strong interest in an abundance and variety of open spaces (leisure and gathering areas, town square, bathrooms, parklets, sidewalk seating, etc.) within the Town Center. However, as with wetlands, the provision of open spaces, especially natural area, may need to be balanced with the mixed use development of the Town Center. The following is a question intended to capture the issue of open space provision vs. mixed use development, as well as a continuum of the policy options available to address open space within the undeveloped parcels in the Town Center:

- **Question #2 for MMAC discussion:** What types of open spaces in the Town Center (which include natural areas, mapped trails and parks, as well as desires for courtyards and gardens, with a connected system of pedestrian walkways, alleys and streets) should be accommodated as part of a mixed use development?



Depending upon the recommendations by the MMAC, amendments to open space policy and the planned open space in the Town Center the Community Plan may be required and, depending upon the chosen direction, other changes to the Community Plan and Zoning Code may also be necessary to be consistent the General Plan Housing Element and Housing Inventory, including changes to:

- Community Plan Pedestrian and Bicycle Circulation Map
- Appendix D, Trail and Park Descriptions
- Community Plan Town Center and Urban Land Use policies relating to open spaces
- Town Center Vision and Objectives

In addition, the MMAC should consider how the development of the desired open spaces should be funded and how such areas should be owned and maintained. There are several options for ownership and responsibility for open space, which are not mutually exclusive: publicly ownership (Humboldt county or the McKinleyville Community Services District); owned and maintained in common by property owners benefiting; or owned by a non-profit organization, like a land trust, that organizes members of community and fundraises to support the open space. These will be important issues to be addressed in later Town Center planning.

Land Use

To Community Plan seeks to develop of a viable town center with mixed uses that serves serving as a community focal point and encourages bicycle and pedestrian travel, yet allows for convenient and safe automobile access. Community Plan policies identify a range of desired land uses planned for the Town Center area (Section 2352.3, .4, .5, including higher density urban housing, retail, commercial, public facility, and open spaces), that are likely intended to occur throughout the Town Center. Section 2352.4 species that no large “big-box” department stores and no additional drive-thru restaurants shall be allowed in the Town Center.

During the November 13th and December 11th public meetings, land use was as an important topic for Town Center master planning that had strong connections to the other issues of concern:

- Land use and its connection to transportation was very important, in particular active transportation and multi-modal access and connectivity to the Town Center;
- Building and open space design;
- There was a strong desire to encourage well-designed hotels that would fit into character of Town Square;
- Expand Mixed Use Zoning to apply more broadly within the Town Center Area;

- There was discussion regarding whether local businesses vs. franchise or large corporations should be encouraged to locate in the Town Center; and,
- How to modify parking standards to facilitate the desired Town Center land use;

Brainstorm ideas relating to land use from the November 13th public meeting included clustered development (e.g. artist studios, gallery, live-work space, cluster), zoning to support development (which is assumed to mean regulations that make it possible to permit the desired range of land uses); and "zone the air" above parking spaces for other uses.

A strong desire was also expressed at the Land Use table to permit small light manufacturing production spaces (this could potentially be considered handicraft manufacturing which can be permitted in the C-2, Community Commercial Zone), and although not reflected in the notes from the land use focus table or November 13th public meeting, there is also a desire to permit uses such as microbreweries or brew pubs. Neither use are specifically enumerated in the General Plan Mixed Use Land Use Designation or the Zoning Code and it would be good to have a clear pathway to permitting such uses.

Based on the input from recent public meetings, the Planning Department suggests that the MMAC consider the following are two questions which are intended to capture the land use issues identified above. Several policy options are also presented to address land use in the Town Center:

- **Question #3 for MMAC discussion:** Should the Mixed Use Land Use Designation and Zoning Classification be applied throughout the Town Center?

Option #1 Apply zones to maintain the current separation between planned uses: Mixed Uses, Multi-Family, and Commercial Uses

Option #2 Apply the Mixed Use Land Use Designation and Zoning Classification broadly throughout Town Center and allow higher density residential development (up to 30 dwelling units per acre)

- **Question #4 for MMAC discussion:** How can the range of desired uses (mixed uses including well-designed hotels, local businesses vs. franchise or large corporations, microbreweries or brewpubs, handicraft manufacturing, and higher density residential development) and unwanted commercial uses (such as drive-thru restaurants and big box department stores) best be encouraged or prohibited?

Option #1 Amend the existing Zoning Code to precisely describe, and specifically include or exclude, uses from the C-2 - Community Commercial Zone, MU1 - Mixed Use (Urban), and the R-3 - Residential Multiple Family Zone. [if this Option is selected a "Q - Qualified Combining Zone" may still be required to address the unique Town Center policies]

Option #2 Develop a Q - Qualified Combining Zone to precisely describe, and specifically include or exclude, the land uses that are unique to the Town Center area.

Option #3 Amend the existing Zoning Code to include Town Center specific zone, like the MU1 - Mixed Use (Urban), to specifically include or exclude uses and to establish design standards to create a unique mixed use area that establishes an identity for McKinleyville.

Depending upon the recommendations by the MMAC, amendments to the Community Plan Land Use Map and Zoning may be required and, depending upon the chosen direction, other changes to the General Plan and Zoning Code may also be necessary to be consistent with the General Plan Land Use or Housing Element, Housing Inventory, including changes to:

- Land Use Map and Land Use Designations
- Housing Element – Housing Inventory
- Town Center Vision and Objectives
- Zoning Code and Zoning Map

Design

The Community Plan calls for Town Center design guidelines for new buildings that would not trigger the need for a discretionary permit (Special Permit or Use Permit). The design standards are intended to achieve architectural and design excellence in buildings, open spaces and urban design. They encourage and implement policies for the incorporation of publicly accessible open spaces, including parks, courtyards, gardens, passageways, and plazas into public improvements and private projects. Development of open space corridors, easements and trails shall be established as intended in the Plan. Future development should contribute to a sense of community character, should respect the community's social, cultural and economic diversity, and should emphasize human scale and pedestrian orientation (Section 2640).

The Town Center design guidelines are intended to address a broad range of development, including intersections and streets in order to provide for safe pedestrian movement, bicycle connections, transit stops. Design standards are also intended to address outdoor lighting, including street lighting, the placement of utilities underground, signs, landscaping, the protection of natural land forms, and the basic design of buildings including, elements that are human scaled, entries and windows that create frequent points of interest along public streets, as well as well-crafted and durable building materials. In addition, the Town Center design policies intend that the community principles which describe the unique character of McKinleyville described in the Section 2100 Overview of Land Use and Development must be considered in development the design review standards.

During the December 11th public meeting, design was an important topic for Town Center master planning. General design considerations include a cohesive visual design of buildings that are a maximum of three stories area open, inviting, modern. Lighting that is compatible with the area that provides safety at night, with well-lit walkways. Building should have natural colors and materials, like the new fire station. Design standards should be flexible and allow smaller parcels for small businesses and allow live work configurations, as well as flexibility in setbacks to eliminate all buildings in a row. The design standards should allow offsite parking, that is not front and center. The design standards should create an identify for McKinleyville and could include an entry gate for downtown.

The Community Plan calls for design guidelines that will achieve aesthetic composition of buildings, courtyards and open space and that will create a more traditional village form for the Town Center that will balance the strip/shopping center look of Central Avenue. The Planning Department suggests that the MMAC consider both traditional design standards like those used in Scotia or Samoa or using form-based codes to address the form and scale of buildings as well as the relationship between buildings and streets, referred to as the public realm, to encourage development at a human scale and walkability.

- **Question #5 for MMAC discussion:** How should design standards be applied to allow ease of permitting and to create a unique mixed use area that establishes a unique identity for McKinleyville?

Option #1 Amend the D – Design Control Combining Zone to include objective design standards for the Town Center area that includes a list, and diagrams, of allowable architectural styles and required architectural elements; building materials and colors; site design criteria; and landscaping; and lighting requirements; and apply the new D – Design Control to all property within the Town Center area. The objective standards would allow the approval of principally permitted structures without a discretionary permit.

Option #2 Amend the existing Zoning Code to include Town Center specific zone, like the MU1 - Mixed Use (Urban), to include *Form-Based Code* standards for the Town Center area that include (1) a regulating plan - a map assigning the standards to physical locations; (2) standards for public spaces – or the public realm – such as sidewalks, streets, street furniture, and the interface with buildings; (3) standards for building form such as lot size, building placement and form, building uses, parking, encroachments and frontage types; (4) glossary; and (5) procedures for administration. The Form-Based Code would allow the approval of principally permitted structures without a discretionary permit (Special Permit or Use Permit)

Depending upon the recommendations by the MMAC, amendments to the Community Plan Land Use Map and Zoning may be required and, depending upon the chosen direction, other changes to the General Plan and Zoning Code may also be necessary to be consistent the General Plan Housing Element, Housing Inventory, including changes to:

- Land Use Map and Land Use Designations
- Zoning Code and Zoning Map
- Housing Element – Housing Inventory
- Town Center Vision and Objectives

The following pages present additional background information for the MMAC's consideration, including Table Discussion Summaries and Notes from the November and December public workshops.

Wetlands Background; Table Discussion Summaries; and Notes

McKinleyville Community Plan Town Center and Related Wetlands Policy Considerations

- The McKinleyville Community Plan broadly defines (3422.7), and is very protective of, wetlands, directing the protection and preservation the community's rural qualities which include wetlands, and calling directly for the protection of wetlands
 - Wetlands are defined based on the criteria utilized by the CA Dept. of Fish and Game, where the definition requires that a given area satisfy at least one of the following three criteria:
 - the presence of at least periodic predominance of hydrophytic vegetation; or,
 - predominately hydric soils; or,
 - periodic inundation for seven (7) consecutive days
- The McKinleyville Community Plan maps wetlands (3422.8) by adopting McKinleyville Community Plan Wetlands Map (Wetlands are specifically identified on the McKinleyville Community Zoning Map). The undeveloped area of the Town Center contains a significant amount of mapped wetlands, covering approximately 60% of the parcel, depending on how they are defined. There are two areas that have been identified already for retention of wetlands for park area and stormwater detention as shown on the first wetland map.
- The Town Center is envisioned by the McKinleyville Community Plan as a complete and integrated community containing mixed use development. Wetlands present significant development constraints that make filling or otherwise impacting wetlands extremely difficult and challenging.
 - McKinleyville Community Plan allows only limited non-urban type uses in wetlands: fish and wildlife management, nature study (trails), wetland restoration, hunting and fishing, incidental public service purposes, aquaculture, new fencing, and removal of trees for disease control. (3422.13)
 - Development within wetland buffers requires certain restrictions and mitigation measures. (3422.14 through 20)
 - When wetlands are lost or otherwise adversely impacted, mitigation for those adverse impacts will be required which will generally include reestablishment of lost wetlands either onsite or offsite at a ratio that is often at least 3:1. Wetland enhancement may be an option for mitigation.

Wetlands Table Discussion Record (December 11, 2019)

- Wetlands Definition and Delineation
 - Prefer a 3-parameter wetland definition (4 out of 7 participants)
 - McKinleyville Community Plan should use same wetland designation that the rest of the County uses (3-parameter)
 - 1-parameter is too restrictive and if we want a TC, a 3-parameter is more appropriate.
 - 1-parameter definition needs to go. Its already highly degraded.

- Be as development-friendly as possible.
- Need a wetland survey to determine level of degradation.
- Has there been a committee to evaluate the wetlands and permitting process?
- Least restrictive definition and flexibility for roads, etc.
- "We all want the Plan modified so we can develop the TC"
- Preserve High-Quality Wetlands/Open Space
 - Rethink where business are going (e.g. McKinleyville Ave.) and retain contiguous open space.
 - Relinquish a small percentage of 1-parameter wetlands
 - Having wetlands where it makes sense to enhance the site is important.
 - On-site wetland enhancement and consolidate wetlands
 - Use wetland enhancement
- Retain Wetlands
 - Develop taller buildings in developable land and retain/enhance wetland areas
 - Wetlands are important to consider. Altering is a serious issue.
 - Enhance existing wetlands.
 - Be as wetland-friendly as possible; this is a critical issue.
 - Enhance existing wetland and create connection trails from residential to existing business (e.g. Potatwot Village)
- Better Design & Mapping of Open Space
 - Move park area into larger area and make interpretive area and allow development of the Hiller Road area
 - Already buildings in the "future park" area and no one has ever mentioned it before.
- Use Natural Drainage Techniques
 - Can we utilize the water and increase the water in the wetland area?
 - Use semipermeable parking areas (e.g. Hilliard Building in Arcata).

Wetland and Open Space Related Town Center Master Planning Brainstorm Ideas (November 13, 2019)

- Save mature trees
- Open space - develop on pavement
- Better protection for wetlands and creeks
- Combine and enhance wetlands
- Preserve "viewshed" pastures

Land Use Background; Table Discussion Summaries; and Notes

McKinleyville Community Plan Town Center and Related Land Use Policy Considerations

- The Town Center Area is shown in the McKinleyville Community Plan in Figure 2 and is mapped on the Community Plan Zoning Map. The Town Center is approximately 141 acres in area and comprised of 65 Assessor's Parcels with 50 property owners, eleven of which own two or more parcels.
- Section 2350, Town Center, of the McKinleyville Community Plan calls for the creation of a unique identity for McKinleyville through the development of a viable town center that is a community focal point with mixed land uses and a center for social/community interaction, encouraging bicycle and pedestrian travel, yet allows for convenient and safe automobile access.
- Policies in the McKinleyville Community Plan call for the adoption of a "Town Center Area ordinance" that identifies permitted land uses (including higher density urban housing, retail, commercial, public facility, and open spaces).
 - Section 2352.3, .4, .5 defines permitted land uses [Note: many of the following uses have been established within or adjacent to the town Center Area since the adoption of the McKinleyville Community Plan]:
 - expanded grocery store
 - additional shops
 - department store (divided into several separate rooms or buildings to avoid the look of the giant retail)
 - hardware home supply
 - laundromat
 - office space
 - medical and dental clinic
 - high density residential
 - residences above shopfronts
 - businesses that will provide entertainment activities during the evening hours, consistent with community character and noise standards
 - restaurants
 - movie complex
 - public facility uses (all public facility uses currently identified in the Public Facility land use designation in the Humboldt County General Plan Land Use Element FWRK 2761, Public Facilities (PF) "Schools, parks, educational and recreational facilities, hospitals, civic centers, government facilities, and other public facilities") NOTE: All existing and proposed public facility uses shall remain as public facilities, and shall not be converted to incompatible commercial uses.
 - town green for athletic and civic events
 - art galleries
 - farmers market
 - civic buildings
 - library
 - child care facilities
 - Types and densities of higher density urban housing to be permitted
 - The McKinleyville Community Plan also defines land uses that are to be prohibited
 - no additional drive-thru restaurants

- no large “big-box” department stores (2352.4, as defined in the “Glossary” to be “A large – usually in excess of one acre floor area – commercial structure where, under one proprietor or a set of discrete franchises, retail sales and services are offered in a centralized, warehouse-like setting intended to serve a regional area. Due to their large area requirements compared to the more traditional pattern of decentralized specialty shops, this class of development can have adverse effects (i.e., traffic, lighting, and stormwater runoff from expansive parking areas; visual resource impacts from structural bulk) if not appropriately sited and mitigated.”)

Land Use Table Discussion Record (December 11, 2019)

- Active Transportation and Multi-Modal Connectivity/Access
 - Ensure Accessibility for All Users (consensus)
 - Easy Accessibility/ADA Compliant (consensus)
 - Trails for Pedestrian/Biking/Scooters/Horses (consensus)
 - Pedestrian Friendly (consensus)
 - Remember Senior/Disabled Population for Accessibility/Need Some Parking
 - Don't Create A Lot of New Roadways
 - Connect Hiller Park to TC and to Pierson Park, esp. for Non-Vehicular Travel
 - Ensure That All Age Groups Are Represented In TC Uses
- Design Considerations
 - Some Non-Motorized Access and Areas Around Town Square (consensus)
 - Central Campus-Style Area (consensus)
 - Some Reduced Signage Restrictions (consensus)
 - Ensure Design Standards for New Uses to Create a Unique Town Center (consensus)
 - Wide Sidewalks with Table Space (consensus)
 - Lots of Lighting Along Pathways/Public Areas (consensus)
- Diverse Open Space and Public Facilities
 - Leisure Areas (consensus)
 - Focal Open Corridor Areas (consensus)
 - Create Focal Points out of Wetland Areas (consensus)
 - Use Open Space for Square/Build Out Around with Businesses w/ Residential
 - Community Gathering Areas
 - Town Square/Focal Point
- Encourage Hotels and Visitor Accommodations
 - Well-Designed Hotels/Fit into Character of Town Square (consensus)
 - Missing Use from Mixed Use Zoning is Hotels/Motels
 - Like Idea of Bed and Breakfasts
 - Not Enough Lodging in McKinleyville/TC Good Location
 - Encourage Tourist Population and Dollars in TC/No Incentive to McKinleyville Now
- Expand Mixed Use Zoning
 - Change C-2 Land Use to Allow Mixed Use (consensus)
 - Mixed Use Zoning throughout Town Center (consensus)
 - Use Mixed Use Zoning and Taylor Parking/Height Restrictions for TC
 - Mixed Uses, Ensure Compatibility i.e. Civic Area w/ Concerts Setback From Residential
- Local Businesses vs. Franchise or Large Corporations

- Encourage Local Stores/Businesses (consensus)
- Franchises are OK/or Discretionary Only (consensus)
- No National Corporate Chain Stores (consensus)
- Encourage Diversity of Local/National Businesses to Bolster Economic Viability
- Modified Parking Standards
 - Allow for Creativity for Parking (consensus)
 - Peripheral Parking (consensus)
 - 45 Degree Parking (consensus)
 - Parking with Shuttles (consensus)
 - Allow Parking Underground or on Rooftops
- Other Topics
 - No Noise or Air Polluting Businesses Near Residential (consensus)
 - Safe Pedestrian Access (consensus)
 - Entertainment Facilities, Roller Rinks, Theatres, Bowling Alley, Arcades (consensus)
 - Limit Heavy Traffic Flow (consensus)
 - If You Slow Cars Down, Encourages More Diversity Land Uses

Land Use Related Town Center Master Planning Brainstorm Ideas (November 13, 2019)

- Clustered Development (e.g. artist studios, gallery, live-work space, cluster)
- Mixed use development to tie Town Center zoning into surrounding area
- Zoning to support development
- Mixed use
- Mixed use to encourage higher density housing
- "Zone the air" above parking spaces for other uses
- Outdoor seating (e.g. restaurants)

Design Background; Table Discussion Summaries; and Notes

McKinleyville Community Plan Town Center and Related Design Policy Considerations

Define a unique identity for McKinleyville through the development of a viable town center

- *adopt a Design Review ordinance which establishes clear development standards. The design review standards must be consistent and compatible with the overall principles, objectives and policies of the entire General Plan (2642.1).*
 - *A Design Review Committee shall be formed to develop those standards within the Town Center area (2642.1).*
 - *Design review standards shall be adopted for the Town Center area as identified on the Plan's land use maps (2642.1).*
 - *design review standards shall include*
 - *a review of street lighting and commercial lighting impacts.*
 - *Exterior lighting shall be compatible with the surrounding setting, and will not be directed beyond the boundary of the parcel (2642.6).*
 - *All designs shall include the protection of natural land forms through minimizing alteration caused by cutting, filling, grading or clearing (2642.7).*
 - *All designs shall screen or soften the visual impact of new development through the use of landscaping. If appropriate, species common to the area and known fire resistant plants should be used (2642.8).*
 - *Where feasible, new utilities shall be underground. When aboveground facilities are the only feasible alternative, they shall be sited as unobtrusively as possible (2642.9).*
 - *Signs shall be limited in size, scale and number (2642.10).*
 - *Mixed-uses designed to include an abundance and variety of open spaces, such as urban parks, courtyards and gardens, with a connected system of pedestrian walkways, alleys and streets (2642.3)*
 - *an evaluation of the basic qualities of building and places including (2642.11):*
 - *entries and windows that create frequent points of interest along public streets;*
 - *ease of access for the physically impaired;*
 - *well-crafted durable materials;*
 - *elements that are human scaled, relating to human activities, such as seating, gathering places, etc.;*
 - *passages, terraces, balconies and courts;*
 - *diversity within a coherent whole;*
 - *mid-town bicycle and pedestrian corridor; and*
 - *sign standards.*

Design Table Discussion Record (December 11, 2019)

- Active Transportation and Multi-Modal Connectivity/Access
 - Connectivity - pedestrians from different parcels
 - Maximize ADA (Americans with Disabilities Act) features
 - bridge connection of the east west sides of Central Avenue
 - Pierson Park connection to Hammond Trail, Hiller Park
- Design Considerations – General
 - There is supposed to be limited signage
 - A design review committee is supposed to set up the design standards to guide development in the town center
 - it's supposed to include landscaping standards
 - building height - maximum of three stories (five people selected) maximum of two stories (one person selected)
 - cohesive visual design
 - building size - preference for smaller businesses - consider the affordability
 - amount of open space required - private use and public use.
 - consider roof usage as usable part of buildings - patios with views gardens, watershed collection for landscaping, solar
 - Heights two-story with usable roof space - functionality - i.e. view deck, green space, solar
 - Open, inviting, modern
 - mixed-use (commercial and residential)
- Design Considerations - Lighting
 - lighting important for safety and vibrant use at night (consensus)
 - well-lit walkways (directional and good looking) (consensus)
 - Open, inviting, modern
 - Exterior lighting is supposed to be compatible with the area
 - attractive at night time
 - dark sky lighting
- Design Considerations - Facades and Materials
 - Natural colors and materials (no orange?) (consensus)
 - brick is OK for walkways but not so much for buildings
 - fire department is one of the best current town center buildings, particularly its use of mixed materials
 - non-static building facades via lighting, removable materials, flexibility of look and use, and inside flexibility of space
 - Fire station - lines and materials and lighting style
 - variety of materials
 - guidelines on materials, entries to break up large facades, or architectural features and landscaping
 - community space (interior) shared spaces for instance the Greenway building an Arcata.
- Flexible Development Standards
 - allow smaller parcels for small businesses to purchase and allow live work configurations
 - variation in building heights 1 to 5 stories
 - Flexibility on setbacks to eliminate all buildings in a row (consensus)

- McKinleyville Identify
 - Design is intended to create a unique identity for McKinleyville
 - entry gate for downtown (consensus)
- Modified Parking Standards
 - consider existing parking here (at the shopping center) when looking at all the additional parking needs – may not need as much
 - offsite behind parking, not front and center (consensus)
 - find the balance between pedestrian needs and parking needs

Design Related Town Center Master Planning Brainstorm Ideas (November 13, 2019)

- Night-friendly space (strollable)
- Mixed use development to tie Town Center zoning into surrounding area
- Kid-friendly (indoor and outdoor)
- Tourist attraction - art
- Public space
- Safety
- Unique "Mack Town" identity