Town Center Planning Information

McKinleyville Town Center Master Plan

Project web page:
https://humboldtgov.org/2564/McKinleyville-Town-Center-Master-Plan

Town Center Survey

We want to hear your vision for the McKinleyville Town Center. Click here to take our online Town Center survey and contribute your ideas. The survey also provides an opportunity to learn more about the areas of focus in the Town Center Master Plan.

Public Meetings

- Next Meeting
  - February 12th - MEETING CANCELLED DUE TO CONFLICT WITH COUNTY HOLIDAY
  - February 26th, Meeting Focus: Design and Streetscape, Transportation
    Special McKinleyville Municipal Advisory Committee Meeting
    Link to McKinleyville Municipal Advisory Committee webpage and agenda
  5:30 PM to 8:30 PM - Location: Azalea Hall 1620 Pickett Rd, McKinleyville

Background Information

- McKinleyville Community Plan (download of complete document revised based on 2017 General Plan)
## Meeting Schedule

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Next McKinleyville Municipal Advisory Committee Meeting:

- **March 11th** 5:30 PM to 8:30 PM
- **Location:** Azalea Hall 1620 Pickett Rd, McKinleyville
Meeting Objectives

• Consider background information relating to land use and Town Center Sub Areas for refinement into ordinance concepts.

• Provide direction for new Town Center Mixed Use Zones.
2002 McKinleyville Community Plan

- Comprehensive land use plan for McKinleyville
- Adopted in 2002; land use map amended in 2017
- Major Community Plan policy proposals:
  - Preservation of rural character
  - Protection of natural resources
  - Housing and economic development
- McKinleyville Town Center
2002 McKinleyville Community Plan

Town Center Map

Town Center Area Map included in 2002 Community Plan
2002 Community Plan

Town Center Policies

- Define permitted and prohibited land uses with a mix of retail, commercial and office uses with higher density housing and residences above shopfronts, civic uses and no “big-box” or new drive-thru restaurants

- Define a unique identity for McKinleyville through objective design standards addressing the visual impact of new development; lighting compatible with surrounding setting; the size, scale and number of signs; and addressing mixed uses, open space

- Encourage bicycle and pedestrian travel that allows for convenient and safe automobile access
Town Center Focus Areas

Wetlands          Transportation
Open Space        Economic Viability
Land Use          Sustainability
Design            Housing & Homelessness
Summary of MMAC 1-8-2020 Wetlands Recommendations:

• For the Town Center Area only:
  • apply the General Plan wetlands definition;
  • no-net-loss of wetlands allowed;
  • wetlands impacted must be replaced and integrated, and wetland enhancement and consolidation is highly encouraged;
  • wetland areas may be used for trails, public gathering places; public improvements, and for detention and retention of runoff; and
  • setbacks around wetlands may be reduced down to 25’ for public use such as trail.
Summary of MMAC 1-22-2020 Open Space and Land Use Recommendations:

- **Open Space:**
  - Town Center Open Space is defined as wetlands, stormwater detention basins, parks, public gathering areas, trails, sidewalks and roads;
  - Planning for open space shall be integrated with planning for land use, design, active transportation so that a cohesive form can best be achieved reflecting McKinleyville’s unique culture and values.

- **Land Use:**
  - Apply the Mixed Use Land Use Designation and mixed use zoning broadly throughout Town Center
  - Allow higher density residential development (up to 30 dwelling units per acre)
Tonight's Focus Area

Land Use - implementing the McKinleyville Community Plan

Town Center Mixed Use Goals

• Consider refining the vision of the Town Center and the use of new mixed use zones to reflect the characteristics of each proposed sub area; and

• Consider allowable uses within the Town Center.
Proposed Sub Areas

- Central Avenue Strip Area
- Hiller Road Undeveloped Area
- Pierson Park Public Facility Area
Land Use

Town Center Sub Areas

- How sub areas could be useful in achieving the Town Center goals:
  - Logical sub areas can connect the Town Center key policy topics to where they best fit on the ground
  - Sub areas can be used to tailor where and how land uses can be permitted, given that it may not be appropriate to allow all land uses uniformly throughout the Town Center
  - Developing design standards based on sub areas that reflect existing and desired development patterns may yield less complicated regulations
  - Defining sub areas may also help identify opportunities and define a clear strategy to incrementally achieve the Town Center goals
Should these be the sub areas used in Town Center planning?

Undeveloped Hiller Road Sub Area

Pierson Park Sub Area

Central Avenue Sub Area
Town Center Sub Areas

Public Comment
Town Center Sub Areas

Central Avenue Sub Area

• 39 commercial buildings including:
  • banks
  • medical offices
  • restaurants
  • grocery store
  • retail sales and service
  • professional offices
  • auto sales and services
  • warehousing and distribution;
• Three public or quasi public buildings including:
  • AFPD Headquarters – McKinleyville Fire Station
  • The Center at McKinleyville
  • church
Town Center Sub Areas

Central Avenue Sub Area

- Ample off-street parking
- Central Avenue, as McKinleyville’s Main Street, is the dominant land use feature; with
  - Four travel lanes
  - Continuous two-way left turn lane
  - No on-street parking
  - Class II bike path
  - Additional 43 feet from the back of the curb where development is prohibited (reserved for future road right of way) – burden area
Town Center Sub Areas

Options for the Central Avenue Sub Area

- Typical commercial structures on Central Avenue:
  - Are set well back from the sidewalk;
  - Have a low floor-to-area ratio (approx. 25% of each parcel is dedicated to buildings); and
  - Most of the area consists of impervious surface.

- As a result:
  - Changes in regulations may allow a significant opportunity for building additions and redevelopment; and
  - Additional development may not be subject to additional drainage requirements.
Town Center Sub Areas

Options for the Central Avenue Sub Area

- The “Central Avenue Burden Area,” off-street parking requirements and the on-street parking prohibition, and the Central Avenue right of way have resulted to an underutilization of commercial parcels fronting on Central Avenue.
Town Center Sub Areas

Question Regarding Central Avenue Sub Area Mixed Use Zoning

• Burden Area:
  • Should the relinquishment of the Central Avenue burden area be considered to allow the more efficient use of land?
  • Should alternatives be developed for a Central Avenue Area mixed use zone where zero front lot line, or build to lines, are specified?
Town Center Sub Areas

Question Regarding Central Avenue Sub Area Mixed Use Zoning

• Parking:
  • Is there a desire to allow on-street parking in commercial areas and to substitute parking for travel lane(s) in concert with planning for a protected bicycle lane?
  • Is there a desire to reduce parking requirements in the Town Center mixed use zone to allow more efficient use of land?
  • Should there be an analysis of options for off-street parking on Central Avenue that identifies needed parking, establishes programs for the sharing of existing parking, and allows for new commercial development to be constructed in place of existing parking?
Question Regarding Central Avenue Sub Area Mixed Use Zoning

- Road Right of Way:
  - Is there a desire to consider alternatives for reducing the number of travel lanes on Central Avenue as a part of mixed use planning and zoning?