McKinleyville Municipal Advisory Committee

McKinleyville Town Center Master Planning

COUNTY OF HUMBOLDT
Planning and Building Department

Land Use
March 11, 2020
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)
2002 McKinleyville Community Plan

- Define allowable uses for a mixed use Town Center
- Establish design standards to create unique identity
- Encourage bicycle and pedestrian travel
Town Center Focus Areas

- Wetlands
- Open Space
- Land Use
- Design
- Transportation
- Economic Viability
- Sustainability
- Housing & Homelessness
## Meeting Schedule

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**Next McKinleyville Municipal Advisory Committee Meeting:**

March 25<sup>th</sup> 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.
Direction from the MMAC Regarding Mixed Use Zoning from February 25th:
• Use Town Center Sub Areas
Direction from the MMAC Regarding Mixed Use Zoning from February 25th:

- **Burden Area:**
  - Provide alternatives for a Central Avenue Area mixed use zone that include the relinquishment of the Central Avenue burden where a zero front lot line, or build to lines, may be specified.

- **Parking:**
  - Analyze the needs for off-street parking on Central Avenue, the use of programs for the sharing of existing parking, and provide alternatives for the reduced off-street parking requirements in the Town Center mixed use zone that allow for new commercial development to be constructed in place of existing parking.

- **Road Right of Way:**
  - Provide alternatives for Central Avenue that include reducing the number of travel lanes as a part of mixed use planning and zoning and that include on-street parking, protected bicycle lanes, and improved sidewalks.
Question Regarding Central Avenue Sub Area Mixed Use Zoning

• Allowable Uses:
  • Should there be a broader range of allowable uses in Central Avenue Sub Area?
    • Drive-Thru Restaurants
    • Mini-Storage
    • Warehousing and Distribution
  • If yes, should the additional uses be limited to areas other than the thoroughfare frontage?
Town Center Sub Areas

Question Regarding Central Avenue Sub Area Mixed Use Zoning

• Housing:
  • Should higher density ground floor housing be allowed within portions of the Central Avenue Area, such as housing at the back of or behind commercial buildings?
  • Should there be limits, or different limits, on housing in the Central Avenue Area in comparison to other portions of the Town Center?

Housing is currently allowed on the second floor of principally permitted commercial structures, however there are no instances of this mixed use land use in the Central Avenue Area.
Central Avenue Sub Area

Public Comment
Town Center Sub Areas

Pierson Park Sub Area

- Pierson Park has many planned Town Center civic uses:
  - Pierson Park
  - Azalea Hall
  - McKinleyville Activity Center
  - Library
  - Teen & Community Center
  - Sheriff’s Office
- Other non-civic uses include:
  - Thunderbird Mobile Estates mobile home park
  - Dental office
  - Church
  - Vacant parcel
Town Center Sub Areas

Question Regarding Pierson Park Sub Area Mixed Use Zoning

• Concentrate, Where Logical, Active Open Space Areas:
  • Should Town Center policy encourage (where appropriate and to the extent that they can be physically accommodated) future investments in Town Center active recreation, larger gathering areas, and community facilities in the Pierson Park Sub Area as opposed to other areas?

The Pierson Park Sub Area contains many existing and planned active recreation, gathering areas, and community facilities. The public has indicated desires during Town Center public meetings to increase or enhance these types of land uses.
Town Center Sub Areas

Question Regarding Pierson Park Sub Area Mixed Use Zoning

- Physical and Visual Connection to Remainder of Town Center
  - Is there a desire to enhance the Gwin Road and Central Avenue intersection to provide a visual and physical connection that also serves pedestrians and bicycles between the core of the Town Center and Pierson Park?
Town Center Sub Areas

Question Regarding Pierson Park Sub Area Mixed Use Zoning

- Manufactured Home Park:
  - Should the mixed use zoning for the Town Center, or specific zoning for the Pierson Park Sub Area, allow mobile home parks or should this area remain planned and zoned for multiple family dwellings?

The Thunderbird Mobile Estates property is currently planned and zoned for mobile home parks. The Town Center land use policy allows higher density urban housing in concert with retail commercial uses and shopfronts, which does not clearly include mobile home parks.
Town Center Sub Areas

Question Regarding Pierson Park Sub Area Mixed Use Zoning

- Development Standards:
  - Should this area have mixed use development standards (minimal setbacks, reduced parking, etc.) similar to the other undeveloped portions of the Town Center Area or should less intense commercial development be permitted?

The area along Picket Road containing the dental office, a church, and a vacant parcel, is somewhat underutilized, where structures occupy only about five percent of the parcel.
Pierson Park Sub Area

Public Comment
Town Center Sub Areas

Undeveloped Hiller Road Sub Area

• Characterized by approximately 60 acres of undeveloped area on either side of Hiller Road contained within three Assessor’s Parcels;
• Contains a substantial amount of mapped Wetland Areas and planned open spaces, trails, and roads
• Includes the following developed areas:
  • Safeway Shopping Center development not fronting on Central Avenue;
  • laundromat and a café
  • church and a family resource center
  • Northern portion of Timber Ridge assisted living facility
Town Center Sub Areas

Question Regarding Undeveloped Hiller Road Sub Area Mixed Use Zoning

• Focal Point of Town Center Area
  • All new mixed use development in the Undeveloped Hiller Road Sub Area will likely not occur at once, where should the mixed use development begin, or what should be the core of the mixed use area?
Town Center Sub Areas

Question Regarding Undeveloped Hiller Road Sub Area Mixed Use Zoning

• Focal Point of Town Center Area
  • Should the new mixed use zoning be based on a walkable thoroughfare block pattern with regular intersections that may connect to Railroad Drive or McKinleyville Avenue?

For discussion purposes only
Town Center Sub Areas

Question Regarding Undeveloped Hiller Road Sub Area
Mixed Use Zoning

• Focal Point of Town Center Area
  • How should the new mixed use development pattern transition from the identified core area to the adjacent residential areas on the other side of Railroad Drive and McKinleyville Avenue?
Town Center Sub Areas

Question Regarding Undeveloped Hiller Road Sub Area Mixed Use Zoning

- Safeway Shopping Center:
  - How can the Safeway Shopping Center in its current form, or in some reimagined future configuration, best be integrated into the new mixed use development that is the focus of the McKinleyville Town Center?

The Safeway Shopping Center portion of the Undeveloped Hiller Road Sub Area contains over ten acres of buildings, parking areas, landscaping and natural areas, where the buildings generally surround a large parking area and the iconic totem pole is located at the western edge.
Question Regarding Undeveloped Hiller Road Sub Area Mixed Use Zoning

- Timber Ridge:
  - Can mixed use zoning regulations be crafted to limit regulatory impacts to Timber Ridge?
  - Should the Town Center zoning exclude the Timber Ridge project while planning clear multi-modal connections?

The Town Center Area boundary includes the Timber Ridge assisted living facility, which is not likely to be redeveloped as a mixed use development.
Town Center Sub Areas

Question Regarding Undeveloped Hiller Road Sub Area
Mixed Use Zoning

• Development Standards:
  • Should this area maximize the use of land (minimal setbacks, reduced parking, etc.) as envisioned for the other undeveloped portions of the Town Center Area or should less intense commercial development be permitted?

The area along Hiller Road containing the laundromat and a café, church and a family resource center occupy only about 25 and 15 percent, respectively, of the parcels and may be considered somewhat underutilized.