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John Miller, Michael Richardson
Humboldt County Planning & Building

Maya Conrad, Chair
McKinleyville Municipal Advisory Committee

BY EMAIL ONLY

Dear John, Michael and Maya,

It was my pleasure to attend the recent online meeting of the McKinleyville Municipal Advisory Committee (MMAC) which included review of the most-recent Town Center designs prepared by the County's consultant, Kash Boodjeh. I have a few comments in response to these proposals:

1. One suggestion that was raised at the July MMAC meeting was to provide more narrative description of what's being proposed. The information in the drawings became much clearer as the consultant explained the proposals during the meeting, but without those explanations, the drawings do not very well stand alone. It would be useful if that information could be provided before much more public review is attempted.
2. As I previously communicated to staff and the MMAC (by letter dated February 26, 2021), I would like to see the Town Center include some sort of "community gathering" space, along the lines of Arcata Plaza (and similar features in many other pleasant small towns). This is consistent with the vision for the area which is contained in the 2002 General Plan/McKinleyville Community Plan section 2350. ("This area also is intended to serve as a community focal point by providing an activity center and a place for formal and informal social/community interaction.")

The current plans include space for this by re-purposing some of the parking and lawn area in the southern portion of the Safeway shopping center. However, I am concerned about the community gathering space also serving as a potential regional transit hub. Not that either idea is bad; I just think the circulation of buses through the center of the gathering space will reduce the functionality of both elements. It would be desirable to relocate the community gathering space, or reconfigure it so that the bus circulation does not pass through the middle of it.

In addition to these comments, I have also reviewed the "Discussion Questions" that were provided by County staff. I have inserted my comments (in *italic print*) in the attached document.

Thank you for considering my comments and suggestions. Please contact me by email or phone (see info above) if you have questions or need additional information. I look forward to this planning work moving forward toward the successful implementation of the Town Center concept envisioned in the McKinleyville Community Plan.

Warm regards,

Rick Marshall (e-signature)

Rick Marshall

Attachment: DISCUSSION QUESTIONS – RMarshall feedback

DISCUSSION QUESTIONS RELATING TO MCKINLEYVILLE TOWN CENTER ZONING AND DESIGN

DISCUSSION QUESTIONS RELATING TO THE PROPOSED MCKINLEYVILLE TOWN CENTER ZONE SUBDISTRICTS:

- The proposed Town Center Core now includes portions of Central Avenue. Is this a good idea? Should it be expanded further? *It is a good idea to include a portion of Central Avenue. The current plan is consistent with the area described as "Town Center" in the 2002 Community Plan. Expanding from this would potentially open up re-planning the entire community!*
- Should the Open Space Sub-District be specifically applied as a zone or more generally applied through standards wetland protection and policies related to Trails, Greenways, Parks, and Recreational Facilities? *This question is too technical for the general public. It either needs explanation to introduce the question or some other approach.*

DISCUSSION QUESTIONS RELATING TO THE PROPOSED MCKINLEYVILLE TOWN CENTER THOROUGHFARES:

- Diagonal on-street parking is proposed along Central Avenue. Is this a good idea? *I like the version with the diagonal "parking lot" off to the east side of Central as shown in one of the drawings. I think people backing out of diagonal parking on the main thoroughfare could be hazardous.*
- Should the speed limit on Central Avenue and Hiller Road be reduced within the Town Center Area to improve pedestrian and bicycle safety? *With more business development fronting either of these streets, it should be possible to define a "business district" per the CVC and establish a 25 mph speed limit.*
- Is it appropriate to allow the north/south connection of Nursery Way to Railroad Avenue to be indirect and meandering through the Town Center Core area? *Meandering is OK; no connection at all would not be OK.*

DISCUSSION QUESTIONS RELATING TO THE PROPOSED BUILDING DESIGN DETAILS:

- Design standards for the Town Center Core area are proposed to be more prescriptive than those applied elsewhere in the Town Center. Is this a good idea? *Again, a little too technical. More explanation is needed to understand the question.*
- The proposed building design standards focus on "building form" (location, height, frontage type, relationship to the street). Should the proposed building design standards give more weight to the exterior treatment of buildings such as siding materials? *I have seen this done in other places around California with great results. It would be a very good idea, if there's political support for it.*
- The proposed approach to design conformance allows applicants to choose a minimum number of methods from checklists of design details. Is that a good idea? *Yes.*

OTHER QUESTIONS FOR DISCUSSION:

- What incentives should be used to encourage property owners to expand or redevelop their structures to meet the new Town Center ordinance requirements? *Please provide some examples.*
- Should the Town Center Ordinance include language for the phased development of improvements to Hiller Road and Central Avenue? If "yes", what should it say - how can this phasing best be achieved? *This question needs to be unpacked as well.*
- The proposed Town Center Ordinance includes changes to the McKinleyville Shopping Center parking and driveway areas. Is this a good idea? *Yes, the proposal for the shopping center is a good start at reinvigorating this underutilized space. It currently serves as the de facto "Town Center" for the community.*

Comments submitted by: Rick Marshall