

2040 GENERAL PLAN GOALS AND POLICIES

3.1 OUR COMMUNITY

Land Use ▪ Housing ▪ Economy ▪ Historic and Cultural Preservation

Land Use

Community Form and Character

Goal LU-1

A Community that values its unique small town charm and livability while thoughtfully advancing new prospects for growth and economic vitality.

- LU-1.1 Diverse Uses.** Maintain a diverse range of compatible land uses that offer adequate flexibility to quickly respond to evolving market opportunities over time.
- LU-1.2 Compact Form.** Provide for a compact pattern of mixed land uses at densities/intensities consistent with the development patterns Eureka experienced from the 1870s to the 1940s and at densities/intensities that are higher than were allowed in the past three general plan updates. Focus this compact pattern of land uses to radiate out from the Core Area, Employment Areas, Commercial Corridors, and Commercial Centers to make efficient use of the City's limited remaining developable lands and to promote walkability and urban growth.
- LU-1.3 Beneficial Development.** Support development that affords benefits to all segments of the community that:
- a. Offers varied housing choices.
 - b. Provides for mixed use development.
 - c. Develops underutilized or vacant parcels.
 - d. Reuses and expands upon underutilized or dilapidated buildings.
 - e. Furthers the attraction and/or retention of businesses targeted in the Eureka Economic Development Strategic Plan.
 - f. Enhances the City's tax base.
 - g. Encourages people to walk, bike, or use transit.
 - h. Integrates development with public rights-of-way, parks, open spaces, plaza's, boardwalks, trails, and other public spaces.

- i. Preserves and/or enhances valuable natural, historic, or cultural resources.
 - j. Applies practices that help to reduce development's carbon footprint.
 - k. Develops intersection corners and street frontages with buildings instead of parking lots.
 - l. Advances other City goals.
- LU-1.4 Incompatible Uses.** Facilitate the relocation of nonconforming industrial and other incompatible uses that create potential conflicts with and/or otherwise detract from the character of adjacent uses.
- LU-1.5 Nonconforming Uses, Site Conditions and Structures.** Allow existing nonconforming uses, site conditions, and structures to remain unless specifically targeted in the Zoning Code. When new development occurs, encourage non-conforming uses that are incompatible with surrounding conforming uses or are not in conformance with the General Plan or Zoning Code to become conforming, and in some cases, require non-conforming uses to relocate as specified in the Zoning Code. Consider offering incentives for some nonconforming uses to either relocate or modify to become more compatible with the surrounding neighborhood.
- LU-1.6 Flexible Zoning.** Allow for performance-based concessions, planned use developments, and other flexible zoning incentives and standards.
- LU-1.7 Parcel Specific Considerations.** Provide for potential variation in the application of City regulations and standards in consideration of unique parcel specific characteristics and/or limitations when new development and/or uses are proposed. Such variations may include: (1) further restricting General Plan and Zoning Code uses, policies, and standards when determined necessary to protect public health and safety and/or ensure compatibility with adjacent uses; or (2) relaxing such uses, policies, and standards when appropriate to enhance the feasibility of the proposed new development or use.
- LU-1.8 Planned Development.** Apply the City's Planned Development overlay zone as appropriate to encourage varied and unique residential, commercial, office, mixed use, public/quasi-public and/or open space uses and designs within a comprehensively planned area. The Planned Development overlay zone allows for flexibility in the application of General Plan and Zoning Code policies, standards and incentives to promote more creative and flexible uses, development types, amenities and natural resource protection than would otherwise be provided under the strict application of the City's standard zoning and land use requirements.
- LU-1.9 Existing Buildings and Sites.** Support economic investment in and incentives for improvements to existing buildings and sites including facade improvements, new paint and signage, retrofitting, adaptive reuse, and upgraded landscaping and paving.
- LU-1.10 Parking Standards for Existing Buildings.** Allow developed sites to change uses without requiring more parking than can adequately be provided on-site, even if the number of parking spaces is below the minimum required for the use.

- LU-1.11 Prior Development:** Encourage the new use/development of properties that have been previously used for industrial and commercial purposes and have since become vacant, overgrown with vegetation or fallen into disrepair. Where it has been determined that “wetland” characteristic have formed or other constraints exist on these properties, allow modified development standards such as variable lot widths, reduced or zero setbacks, and reduced wetland setbacks to be implemented in order to maximize the allowable areas for new use and development.
- LU-1.12 Attractive Design.** Preserve Eureka’s unique charm and character by applying design guidance that promotes attractive and well maintained development that carefully integrates the new with the best of the old.
- LU-1.13 Lighting.** Minimize obtrusive light by limiting outdoor lighting that is misdirected, excessive, or unnecessary, and requiring light for development to be directed downward to minimize spill-over onto adjacent properties and reduce vertical glare.
- LU-1.14 Public Realm.** Provide safe, clean and pedestrian friendly streetscapes and public spaces through careful design and active maintenance of sidewalks, street trees, landscaping, street furnishings, lighting, public art and other elements.
- LU-1.15 Private Maintenance of Public Realm.** Establish programs that encourage and incentivize businesses and private land owners to take pride in and to maintain the public streetscape.
- LU-1.16 Public Access.** Maintain and improve physical linkages from the community to the coastline, gulches, forests and Eureka’s other distinct recreational resources where feasible by creating/preserving view corridors, enhancing trail and roadway connections, and providing signage and other wayfinding cues.
- LU-1.17 Parking.** Support coordinated “park once” strategies and allow flexibility in meeting required parking. Support coordinated, tandem, and shared parking facilities that allow users to park in one location and visit multiple destinations. Establish context-based mechanisms in the Zoning Code that allow for parking reductions for new development.
- LU-1.18 Parking Access.** Where feasible and desirable, require off-street parking to be accessed from alleys.
- LU-1.19 Pedestrian-oriented Design.** In the downtown, commercial core, mixed use, and neighborhood commercial areas, promote the creation of a strong and appealing pedestrian environment by requiring the use of transparent commercial storefronts (i.e., windows and doors) and continuous and compatible building facades, while prohibiting the creation of blank walls and discontinuity in building facades.
- LU-1.20 Incentives.** Establish incentives to support the types of uses, development, and investments promoted by the General Plan.
- LU-1.21 Remove Obstacles.** Monitor Eureka’s development regulations (e.g., zoning and subdivision ordinance) to ensure that these regulations support the goals of the General Plan and do not create barriers to the implementation of the City’s development objectives.

LU-1.22 Airport Compatible Land Uses. Comply with the building intensity and height requirements in the Airport Land Use Compatibility Plan for the Humboldt County Airports, for projects located within the airport land use compatibility zones.

Core Area

Goal LU-2

A thriving, compact, and pedestrian oriented Core Area that serves as the heart of Eureka's civic, cultural, business and visitor activity and is appealing to new investment.

LU-2.1 Core Area Uses and Activities. Support the following uses and activities within the Core Area:

- a. **Mixed-use** emphasizing a highly-interactive retail and service environment at the street level with office and residential uses primarily above the first floor and in portions of buildings that do not have street frontage;
- b. **Evening Uses** and activities that extend the hours of activity in the Core Area;
- c. **Housing** including the rehabilitation and conversion of vacant upper floors of buildings and portions of buildings that do not have street frontage;
- d. **Incentivized live-work and mixed use spaces** that allow for joint living and working quarters that are promoted through reduced or eliminated parking requirements and other incentives;
- e. **Neighborhood markets** and other services needed to serve the residents and employees of the district;
- f. **Specialty and boutique shops, restaurants, and other locally-owned storefront businesses** with particular focus on the creation of a distinct pedestrian oriented shopping district from C Street to I Street, and the Waterfront to 3rd Street;
- g. **Cultural and art related facilities and events** that attract patrons with particular focus on the creation of a cultural arts/theater district and renovation of the Ingomar Theater and other historic facilities;
- h. **Visitor serving uses and recreational activities** on street frontages;
- i. **Waterfront hotel(s)** to draw new visitors to businesses in the Core Area and throughout the City.
- j. **Vacation rentals** that draw new visitors to businesses in the Core Area and throughout the City.
- k. **Professional and business services**, such as attorneys, realtors, architects, engineers, investment specialists, and other professional fields that provide a daily customer base for the retail and food-related uses in the area.

- l. **Craftsman shops** where items such as baked goods, glass, pottery, small furniture, clocks, and other specialized items are made and sold onsite .
 - m. **Public spaces** such as plazas, squares, parks, pocket parks, parklets, small community gardens, trails, boardwalks, piers, and public and private recreational uses including the redesign and retrofit of the Gazebo and Clark Plaza to increase their usefulness, safety and comfort;
 - n. **Government facilities and services** consolidated into a regional center of civic offices, services, and functions.
- LU-2.2 **County 2nd and J Street Facilities.** Work with Humboldt County to relocate the County's 2nd and J Street maintenance facilities outside of the Core Area and to redevelop the site with appropriate residential, office, commercial, cultural and/or visitor serving uses.
- LU-2.3 **County Jail.** Coordinate with Humboldt County to define and implement measures to beautify the site and minimize the physical and visual barrier between Old Town and Downtown created by the County Jail, and to reduce loitering and criminal activities within its proximity.
- LU-2.4 **Non-Coastal-Dependent Uses.** Promote compatible, non-coastal-dependent mixed uses along Eureka's commercial waterfront as a mechanism to make development of these high maintenance properties viable.
- LU-2.5 **Parking Analyses and Fundraising.** Study the concept of expanding the Parking Assessment District to cover the entirety of the Core Area and collecting an assessment in the district. Initiate periodic parking studies to assess potential parking needs, capacities, and recommended actions. Actively manage public parking facilities, including the raising of funds for the development, maintenance, and operation of parking facilities as appropriate.
- LU-2.6 **Parking for Urban Uses.** Eliminate or reduce parking requirements, including for residential uses, in the Core Area, in order to increase the feasibility of new development.
- LU-2.7 **Incentives for Relocation.** Encourage and provide incentives, where feasible, for the relocation of privately-owned industrial and automotive facilities that are non-conforming and not conducive to the City's vision for the Core Area.
- LU-2.8 **Homeless Services.** Discourage the development of new services or facilities that promote the concentration of homeless services in the Core Area. The City supports the dispersal of homeless related services and facilities throughout Humboldt County.
- LU-2.9 **Unreinforced Masonry Buildings.** Encourage and provide incentives, where feasible, for retrofit and rehabilitation of unreinforced masonry buildings that pose an earthquake risk.
- LU-2.10 **Gateways and wayfinding signage.** Work with the community and Caltrans to design, construct and maintain strategically placed wayfinding signage and gateway entries to the Core Area to announce arrival, welcome visitors to, and guide visitors throughout

the Waterfront, Old Town and Downtown. Explore concepts to enhance and/or replace existing entries and signage.

- LU-2.11 Core Area Specific Plan.** Initiate a specific plan for the Core Area to create a framework to focus community efforts and enhance the ability to attract funding for reinvestment. The specific plan should solicit the active participation of property owners, investors, local business owners, and residents and address:
- a. Specific strategies to attract the types of users and activities identified in Policy LU-2.1;
 - b. Use of vacant buildings and unused upper story space;
 - c. Historic resource preservation;
 - d. Improvements to streetscapes and other public spaces including pedestrian scale lighting;
 - e. Land use strategies for key properties along the waterfront including Halverson Park and lands east of the Samoa Bridge, the waterfront properties between C and F Streets, and the property north of First Street between G and I Streets;
 - f. Enhanced pedestrian, bicycle, and transit connectivity and safety, including transitioning south to 5th Street between Old Town and Downtown;
 - g. Parking;
 - h. Increased public safety and security;
 - i. Incentives, branding, and promotional strategies; and
 - j. Identification of grants, associations, partnerships, financing districts and other public and private funding mechanisms to implement defined actions, improvements, and maintenance.
- LU-2.12 Building Intensity.** Encourage new development in core areas to achieve the maximum allowable building intensity to the extent compatible with the surrounding context.
- LU-2.13 Residential as Permitted Use.** Allow residential uses as a permitted use in all Core Area zoning districts.
- LU-2.14 Housing Expansion and Integration.** Expand the supply of housing in the Core Area through the vertical and horizontal integration of residential uses with other uses.

Commercial Corridors and Centers

Goal LU-3

Active, attractive, and prosperous corridors and centers that boost Eureka's role as the regional hub of retail, professional/business services, and tourism.

- LU-3.1 Variety of Commercial Uses.** Provide sufficient land for a broad range of viable commercial, office and mixed uses to meet the needs of the community, capture local and visitor spending, and contribute to the City's economic vitality.
- LU-3.2 Reinvestment.** Support public and private efforts to reinvest in, renovate and maintain existing commercial areas to improve aesthetic appearance, elevate community image, increase economic competitiveness, and integrate mixed uses.
- LU-3.3 Gateways.** Support efforts to create gateways at the City's southern entry along Broadway and at the north end of southbound US 101 (4th Street) west of the Eureka Slough Bridge to announce arrival and welcome visitors to Eureka. Consider other "internal" gateways, such as at the far west end of 5th Street.
- LU-3.4 Corridor Plan.** Coordinate with Caltrans to initiate a corridor plan for the Broadway Corridor to create a framework to focus community efforts and enhance the ability to attract funding for reinvestment. The corridor plan should solicit the active participation of local business owners and residents and address:
- a. Upgrades to the visual quality and cohesiveness of development;
 - b. Improvements to the streetscape and other public spaces;
 - c. Integration of complete streets standards including enhancement of pedestrian, bicycle and transit connectivity and safety;
 - d. Improved access, visibility and parking for businesses;
 - e. The development of underutilized, dilapidated or vacant properties;
 - f. Uses, activities and strategies to encourage visitors and pass-through traffic to stop in Eureka;
 - g. Incorporation of residential uses and mixed use nodes;
 - h. Disposition and adaptive reuse of older hotels;
 - i. Increased public safety and security;
 - j. Incentives, unique branding, and promotional strategies that give each district/corridor a unique image and sense of identity; and
 - k. Identification of grants, associations, partnerships, financing districts and other public and private funding mechanisms to implement defined actions, improvements and maintenance.
- LU-3.5 Henderson Center.** Support the continued vitality and upgrading of Henderson Center as a unique neighborhood shopping district. As part of this effort explore establishment of a parking assessment district and initiate periodic parking studies to assess potential parking needs, capacities and recommended actions and encourage the addition of pedestrian scale lighting.

- LU-3.6 **Henderson Center Visioning.** Support the Henderson Center Merchant's Association efforts to solidify a Henderson Center "brand"; enhance the look and feel of the district; strengthen Henderson Center as a prime retail shopping district; boost the district's status as a neighborhood commercial center; address the real and perceived traffic safety issues of the district; and stimulate economic growth within the district.
- LU-3.7 **Small Neighborhood Commercial Centers.** Support the growth and revitalization of the small neighborhood commercial centers on Wabash Avenue, Harris Street, and Myrtle Avenue.
- LU-3.8 **Marina District.** Support the activities necessary to expedite the comprehensive planning, restoration, remediation and development of the Marina District (formerly known as the Balloon Track) with an integrated mix of uses and associated infrastructure that act as an extension of the Core Area, link to the waterfront, and enrich Eureka's economy.
- LU-3.9 **Measure N.** Consider supporting a ballot measure to repeal ballot Measure N (November 2010) should Measure N become an impediment to the desired development of the Marina District (formerly known as the Balloon Track).

Other Employment Areas

Goal LU-4

A wide range of quality industries that provides job opportunities for Eureka's residents.

- LU-4.1 **Variety of Industrial Uses.** Provide sufficient land for a broad range of viable Industrial uses to attract new industries and retain and expand existing uses. (RDR, JP)
- LU-4.2 **Protect Industrial Lands.** Protect industrially-designated lands from encroachment by incompatible uses and activities that could conflict with or limit industrial activities.
- LU-4.3 **Westside Industrial Area.** Maximize development potential and intensity within the Westside Industrial Area to accommodate new industrial growth and the relocation of non-conforming industrial uses from elsewhere in the City.
- LU-4.4 **3rd Street Industrial District.** Encourage development of an industrial park in the 3rd Street Industrial District roughly defined by Broadway and C Streets, making individual parcels and rehabilitated buildings available for small-scale industrial users.
- LU-4.5 **Hospital Medical District.** Modify the district's zoning and development regulations as needed to expand the healthcare sector and establish Eureka as a destination for healthcare.
- LU-4.6 **Brainard Industrial Park.** Create custom zoning, development standards, and/or overlay zones that would facilitate the development of a high-end industrial park, auto-mall, and/or other job-creating uses and facilitate small business incubation in the Brainard Annexation Area.

- LU-4.7 Woodley Island.** Support uses and activities that enhance the long-term economic vitality of Woodley Island in a manner that is compatible with and enhances the commercial fishing industry.
- LU-4.8 Fishing Industry.** Support the fishing industry and other related and compatible uses north of Waterfront Drive between Commercial Street and C Street.
- LU-4.9 Military Related Uses.** Protect and support existing land uses associated with the National Guard and Coast Guard through zoning regulations and planning for accessibility to and mobility from such uses.

Residential Neighborhoods

Goal LU-5

Safe, walkable, and well maintained neighborhoods that provide a diversity of quality housing choices.

- LU-5.1 Range of Densities.** Provide sufficient land in a range of residential densities to enable citizens from a wide array of economic levels and stages of life to live in Eureka, and to accommodate the existing and future workforce.
- LU-5.2 Parking Access for Residential Uses.** Where feasible and desirable, require off-street parking for residential uses to be accessed from alleys and in the rear of the parcel.
- LU-5.3 High Density Housing.** Support increased development of high density housing to balance the City's housing inventory and enhance affordability.
- LU-5.4 Location.** Encourage the location of high density housing in proximity to commercial and community services, employment opportunities, major transportation corridors, and where City infrastructure can accommodate increased densities.
- LU-5.5 Existing Neighborhoods.** Protect and enhance the integrity of Eureka's existing neighborhoods by:
- a. Retaining unique and/or historic residences and architecture;
 - b. Supporting efforts to improve and maintain neighborhood appearance and the existing housing stock;
 - c. Promoting and supporting the development of Accessory Dwelling Units, while striving to ensure that such development does not deteriorate the quality of life or home values in any single-family residential neighborhoods;
 - d. Promoting/requiring the infilling of sidewalk gaps, upgrading of substandard sidewalks and streetscapes where needed and including pedestrian scale lighting on private property and public sidewalks, where feasible;
 - e. Implementing traffic calming as appropriate; and

- f. Ensuring that new or renovated structures are compatible with the established character, development form, and function of the neighborhoods.
 - g. Encouraging solar powered systems and lighting.
- LU-5.6 New Residential Neighborhoods.** Encourage, support, and look for ways to incentivize new residential neighborhoods that incorporate the following:
- a. A variety of lot sizes, housing types, and alternating architectural styles;
 - b. A pedestrian friendly scale with interconnected streets, sidewalks, pedestrian scale lighting, and pedestrian and bicycle facilities linking multiple destinations within and between neighborhoods;
 - c. Integrated parks, playgrounds, open space, schools, neighborhood markets, community gardens, and other gathering and activity areas within convenient walking and bicycling distance of residents;
 - d. Units oriented to the primary street frontage with extensive tree canopies, attractive landscaping and designs that minimize the visual prominence of garages to enhance neighborhood character;
 - e. Preservation of significant topography, drainages, gulches, biological, visual and other resources as appropriate;
 - f. Solar powered systems and lighting; and
 - g. Encourage parking to be accessed from an alley or rear of the residence.
- LU-5.7 Neighborhood Services.** Support the retention, upgrading and expansion of small neighborhood markets, restaurants and services that are compatible with the residential environment and provide for the daily needs of nearby neighborhoods.
- LU-5.8 Safety and Empowerment.** Seek incentives to improve neighborhood safety and empower residents.

Growth and Expansion

Goal LU-6

New growth and annexation areas that are carefully planned, efficient, and contribute positively to the community.

- LU-6.1 Development Regulations and Standards.** Modify City regulations and standards in commercial zones to allow for greater intensities and building heights than have been allowed in the past and create zoning standards that allow for context-based flexibility of intensities, densities, building heights, and other standards. Provide adequate flexibility in the City's development regulations to accommodate unique circumstances and innovative development ideas.

- LU-6.2 Infill First.** Promote development of vacant infill properties and redevelopment/reuse of economically underutilized sites and buildings to accommodate new growth and internal densification prior to considering potential annexation.
- LU-6.3 Zoning Incentives.** Consider a “Zoning Incentives, Concessions, and Community Benefits Program” (which may include flexible development standards, shared parking, fast-track processing, specific plans, and pre-permitting, etc.) to facilitate development or re-use of chronically vacant, underutilized, or other key sites by high-employment generating uses, uses that generate significant city revenue, and/or high value-added businesses and development projects.
- LU-6.4 Pre-Annexation Development Proposals.** Coordinate with Humboldt County to ensure that land use and development proposals considered by the County within the City’s SOI prior to annexation by Eureka do not conflict with the City’s long term plans and development standards.
- LU-6.5 Annexation proposals.** Support only those annexation proposals that:
- a. Are contiguous to and provide for the orderly and logical expansion of the City;
 - b. Provide for the efficient extension and upgrading of City infrastructure, services and capacities; and
 - c. Contribute positively to the City’s fiscal viability and quality of life.
- LU-6.6 Fiscal Impact Analysis.** Require all annexation proposals to prepare a fiscal impact analysis documenting short-term or long-term cumulative impacts on the City’s fiscal condition. It is the City’s objective that all annexations generate the revenue required to fully fund the urban services and infrastructure necessary to serve the area with no added costs, or decline in service levels, to existing residents and businesses within the City.
- LU-6.7 Regional Planning.** Participate in regional planning efforts with surrounding jurisdictions, the Harbor District, Humboldt County Association of Governments, and other local and regional agencies to ensure that the City’s issues and interests are represented.
- LU-6.8 Project Review.** Review, comment, and coordinate on plans and projects of overlapping and neighboring agencies to ensure compatibility with the City’s General Plan, and to ensure that impacts on the City are fully mitigated.
- LU-6.9 Streamlined Permitting.** Maintain a streamlined permitting process that reduces time and expense required to approve desired forms of development.
- LU-6.10 City Control.** Maintain local control over land use and development decisions to the maximum extent possible.

Food Access

Goal LU-7

Convenient access to fresh and healthy foods for all segments of the community.

LU-7.1 Nutrition Education. Promote nutrition education and access to healthy foods.

LU-7.2 Underserved Communities. Review locations of healthy food sources and promote equal access to healthy foods in all neighborhoods.

Community Engagement

Goal LU-8

Improve and promote community engagement and participation in the public process for all segments of the community.

LU-8.1 Collaboration. Encourage and empower members of the public from all segments of the community to participate in public decision making processes and to collaborate with City leaders in planning decisions.

Housing – FROM 2019-27 HOUSING ELEMENT

Goal H-1

Eureka's development regulations, permit processing procedures, and customer service standards are development-friendly and conducive to the production of housing.

H-1.1 Flexible and Accommodating Regulations. Regularly evaluate and modify City development-related regulations, standards, and residential density maximums to allow for a diverse range of housing options. Actively strive to eliminate unnecessary and burdensome government regulations that restrain or impede the development of housing.

H-1.2 Customer Service Standards. Regularly assess and update the City's development review processes, permitting procedures, and customer service standards in pursuit of maximum efficiency, effectiveness, and timeliness. Actively strive to eliminate unnecessary and burdensome government procedures and processes that restrain or impede the development of housing.

H-1.3 Public Improvement Requirements. Regularly evaluate and modify the City's "Public Improvement Requirements" (PIRs) to optimize the balance between funding public facilities and stimulating the creation of housing units. Ensure that PIR triggers reflect current and realistic construction cost considerations. Adopt modern best practices employed by other communities.

- H-1.4 Permitting Fees.** Periodically review City permitting, impact, and utility connection fees to ensure the fees do not unduly constrain housing development, while balancing the need to use fees in order to finance staffing and necessary public improvements.
- H-1.5 Reduced Fees for Affordable Housing.** Consider permit fee and utility connection fee reductions for developments that meet the affordable and special housing needs of the community.
- H-1.6 Pre-permitting Options.** Explore pre-permitting options that would provide accelerated and/or alternative means of acquiring necessary permits for the creation of new housing units.
- H-1.7 Parking Standards and Parking Management.** In Mixed-Use and Multi-Family Residential zones, continue to provide regulatory options in which the number of required parking spaces for housing development can be reduced or eliminated to incentivize the creation of denser-than-average housing development. Regularly review and modify development standards related to the required amount of parking for the development of new housing, as well as the management of on-street parking. Seek to optimize the balance between parking supply, parking management, and the creation of new housing units. Default on the side of prioritizing the creation of new housing units over the creation of parking spaces.
- H-1.8 Transit Passes.** In Mixed-Use and Multi-Family Residential zones, continue to provide regulatory options in which required parking spaces for residential units can be waived for developments that provide perpetual transit passes for tenants. Encourage developers to provide transit passes to reduce the cost of housing development, as well as generate denser-than-average housing development, thereby leading to more housing.
- H-1.9 Bike Parking.** Continue to provide regulatory options in Mixed-Use and Multi-Family Residential zones that require bicycle parking spaces for residential units, and can reduce the number of vehicle parking spaces required in exchange for additional on-site bicycle parking, beyond the minimum number of bicycle parking space required by the zoning code. Encourage developers to provide bike parking to reduce the cost of housing development as well as to generate denser-than-average housing development, thereby leading to more housing.
- H-1.10 Building Heights and Floor Area Ratios.** Allow multi-story buildings in Mixed Use zones with building heights and floor area ratios in excess of existing buildings in order to promote dense upper-floor residential and mixed-use developments.
- H-1.11 Development Standards.** In residential zones, continue to allow setbacks that are close-to-the-street, generous maximum site coverage allowances, and sufficient floor area ratios to incentivize the development of residential units while honoring the look and feel of Eureka's legacy residential neighborhoods.
- H-1.12 Diverse Housing Development Options.** Continue to provide a diverse range of housing development options beyond typical single-family and multi-family developments, such as: small lot subdivisions, urban lot split subdivisions, conservation subdivisions, internal conversions, adaptive reuse, mixed-use development, tiny houses, efficiency dwelling units, micro-units, and shared housing.

As novel methods of providing additional housing are developed, evaluate their feasibility and consistency.

- H-1.13 Tiny Houses.** Continue to allow regulatory options for tiny houses to count as residential units, as long as the units comply with the California Building Standards Code.
- H-1.14 Tiny Houses on Wheels.** Explore the creation of regulatory options that would allow tiny houses on wheels (classified as recreational vehicles) to be considered residential units, as long as the vehicles comply with the California Vehicle Code. Develop design standards for Tiny Houses on Wheels wherever they are allowed to serve as residential units.
- H-1.15 Deed-Restricted Affordable Housing Incentives.** Continue to provide local regulatory incentives (beyond those provided via State density bonus law) for deed-restricted affordable housing. Explore adding additional local regulatory incentives.
- H-1.16 Affordable-by-Design Incentives.** Continue to provide local regulatory incentives for Affordable-by-design housing, in which incentives are provided to:
- a) Build housing units that are smaller than 500 square feet;
 - b) Be less expensive to develop;
 - c) Generate denser-than-average housing developments;
 - d) Lead to an overall increase in total housing units as well as more units that are inherently affordable without being deed restricted.

Explore adding additional local regulatory incentives.

- H-1.17 Development Agreements.** Encourage affordable housing creation through the use of development agreements that provide incentives to developers in exchange for the provision of affordable housing.
- H-1.18 Expedite Permit Reviews For Affordable Housing Projects.** Consider procedures that expedite permit reviews for affordable housing projects. Actively support developers of affordable housing projects by offering assistance in locating suitable sites, assistance with preliminary concept development, multi-department pre-application meetings, and grant-writing support.
- H-1.19 Upzoning.** Where feasible and consistent with the objectives of the General Plan, support requests by property owners to “upzone” their property to land use and zone classifications that allow for an increase in residential density, particularly where such properties are on or near the edges of zone districts with higher densities.
- H-1.20 Local Coastal Plan.** Actively pursue Coastal Commission certification of a substantially reformed City of Eureka Local Coastal Program that allows the types of regulations and development options that support and promote the creation of housing, including those housing-friendly regulatory options already allowed by the City outside of the Coastal Zone.

- H-1.21 Illegal Unit Amnesty.** Encourage property owners to declare illegal dwelling units and to bring such units into conformance with applicable building and housing codes. Explore the creation of an Unpermitted Unit Amnesty Program.

Goal H-2

The City government actively facilitates the creation of a range of new affordable and market rate housing units to accommodate future growth and to address the needs of all socioeconomic segments of the community.

- H-4.1. Facilitate Diverse Options.** Facilitate the development of a diverse range of housing options including, but not limited to: single-family homes, Accessory Dwelling Units (ADUs), multi-family rental housing, condominiums, townhomes, live/work units, housing in mixed-use developments, dense multi-story developments, tiny houses, efficiency dwelling units, micro-units, shared housing, owner-occupied affordable housing, and other housing types.
- H-4.2. Complementary Partnership with Nearby Jurisdictions.** Acknowledge, embrace, and promote Eureka's unique position in Humboldt County as being one of the few places in which multi-story, mixed-use development and dense infill is possible. Also acknowledge and accept that Eureka is unlikely to create a significant number of new single-family residential units due to the City's largely built-out condition and geographic constraints. With these facts acknowledged, work with neighboring jurisdictions to allow types of housing in Eureka that are unlikely to be produced in other communities. Allow Eureka's future housing developments to serve as a symbiotic complement to the mostly single-family developments that are likely to occur in the nearby incorporated communities and in the unincorporated areas around Eureka.
- H-4.3. Site Inventory.** Analyze all parcels in the City and then create/maintain an inventory of all parcels that contain the potential of hosting new housing units.
- H-4.4. Maximum Density Infill.** Promote and encourage the development of the last remaining vacant lots in the City with housing units at the highest density allowed in each respective zone district.)
- H-4.5. Recruitment of High-priority Sites.** Identify high priority sites that have the highest potential of hosting the types of housing most needed in the city and/or the sites that have the best potential of hosting the greatest number of units. For each high priority site, actively recruit the owners to build or sell.
- H-4.6. Promotional Materials.** Develop educational and promotional materials for property owners and prospective developers. Design the materials to promote the various housing-friendly regulatory development standards and incentives available in Eureka. Share the materials with the objective of stimulating the creation of all ranges, types, and densities of housing.)
- H-4.7. Land Suitable for Housing.** Provide as-needed assistance to non-profits, real estate professionals, design professionals, contractors, and other development specialists to identify land suitable for, and appropriately-zoned for, any form of housing development.

- H-4.8. Mixed-Use Residential.** Promote and encourage the development of new residential units in mixed-use zones, with particular emphasis on multi-story buildings, upper floor residential units, and residential units near transit stops.
- H-4.9. Small Lot Subdivisions.** Promote and encourage small lot subdivisions as:
- a) An opportunity to develop residential units on already-developed sites;
 - b) A way for property owners to subdivide a portion of a property while retaining and preserving existing structures;
 - c) A process with high probability of creating owner-occupied, Affordable-by-design housing units, with lower-than-average purchase prices;
 - d) A means of increasing the actual (as opposed to the maximum allowed) housing density in Multi-Family Residential zone districts.
- H-2.10 Accessory Dwelling Units.** Promote and encourage the creation of Accessory Dwelling Units (ADUs) as:
- a) An opportunity for property owners to create a source of rental income on their property;
 - b) A means to develop residential units on already-developed sites;
 - c) A way for a property owner to build a new residential unit while retaining and preserving existing structure(s);
 - d) A vehicle for creating smaller-than-average (and thereby "Affordable-by-design") housing units; and
 - e) A means of increasing the actual (as opposed to the maximum allowed) housing density in Single-Family Residential zone districts.
- H-2.11 Conservation Subdivisions.** Promote and encourage conservation subdivisions as:
- a) An opportunity to improve difficult-to-develop sites, where steep slopes and gulches prevent or limit development;
 - b) A means to transfer the development rights of unbuildable areas to the limited buildable areas; and
 - c) Preserve unbuildable areas for conservation.
- H-2.12 Internal Conversions and Adaptive Reuse.** Promote and encourage the conversion of unused or under-utilized non-residential spaces in existing buildings, to residential uses.
- H-2.13 Density Bonus Laws.** Promote and encourage the utilization of State and local density bonus laws, which provide development incentives (including increased residential density) in exchange for the creation of affordable housing.

- H-2.14 **Motel Conversions to Affordable Housing.** Promote and encourage the conversion of under-utilized and/or under-performing motels into affordable housing. Encourage motels with chronic code enforcement violations to sell to affordable housing developers.
- H-2.15 **Mixed-income Housing.** Encourage the development of mixed-income housing that includes various household compositions to accommodate a range of ages and family types.
- H-2.16 **Support Non-profits.** Support the development of affordable housing by non-profit organizations through assistance with grants, consultation regarding concept development, and facilitation of multi-department pre-application meetings.
- H-2.17 **Housing Units on Church Property.** Encourage churches to build residential units on unused or under-utilized church property. Allow churches to sacrifice parking spaces to construct "tiny houses".
- H-2.18 **Grants for Housing.** Actively monitor State and Federal grant/loan programs directed at the construction and/or rehabilitation of housing. Pursue grants that satisfy other goals/policies.
- H-2.19 **Public Private Partnerships.** Explore public private partnerships where such arrangements are favorable to the creation of housing and that satisfy other goals/policies.
- H-2.20 **Transit Services.** Support the enhancement and expansion of intra-city and regional transit services that complement the development of mixed-use and affordable housing.
- H-2.21 **Day Care.** Support the development of day care facilities, which complement the development of housing.
- H-2.22 **Shared Housing.** Continue to support and actively market shared housing as an affordable housing option, especially for seniors and people with special needs.
- H-2.23 **Urban Lot Split Subdivisions.** Promote and encourage urban lot split subdivisions as:
- a) An opportunity to develop residential units on already-developed sites;
 - b) A way for property owners to subdivide a portion of a property while retaining and preserving existing structures;
 - c) A process with high probability of creating owner-occupied, Affordable-by-design housing units, with lower-than-average purchase prices;
 - d) A means of increasing the actual (as opposed to just the maximum units allowed) housing density in Single-Family Residential zone districts.

GOAL H-3

Owner-occupied affordable housing is among the mix of housing types created in Eureka.

- H-3.1 Affordable by Design.** Promote and encourage a range of Affordable-by-design residential units across all zone districts where residential development is allowed. Promote the fact that Affordable-by-design developments can be either rental units or owner-occupied units in both attached (e.g. apartment building/condominiums) or detached configurations (e.g. bungalow courts).
- H-3.2 Condominium Options.** In multi-family and mixed-use zones, allow regulatory options for the subdivision of individual units that can be individually sold, especially smaller-than-average units.
- H-3.3 Small Lot and Urban Lot Split Subdivisions.** Promote and encourage small lot subdivisions and urban lot split subdivisions as a vehicle for creating smaller-than-average lots and smaller-than-average housing units. Encourage owners of such lots to sell instead of leasing.
- H-3.4 Homeownership and Rehab Assistance Programs.** Monitor State and Federal grant/loan programs associated with homebuyer and owner-occupied rehabilitation assistance. Seek to acquire grants/loans when the terms of such programs are viable in Eureka.
- H-3.4 Homeownership Education and Outreach.** Increase homeownership through education, outreach, and partnerships with non-profit organizations.

GOAL H-4

All neighborhoods are clean and safe, while all levels and types of housing units throughout Eureka are consistently maintained at a high level of quality and integrity.

- H-4.1. Energy Efficiency.** Encourage cost-effective, energy-efficient upgrades to housing, including the use of passive systems, to decrease energy use.
- H-4.2. Enhance Existing Neighborhoods.** Ensure that new developments enhance existing neighborhoods by:
- a) Encouraging developers to provide street planting, landscaping, lighting, underground utilities, and other privately-funded community amenities as part of any subdivision or development project;
 - b) Continuing to require aesthetic design standards for fences, landscaping, and parking lots for all residential development; and
 - c) Continuing to implement and enforce design review criteria that encourage high quality standards of design and materials in all multi-family residential developments.
- H-4.3. Condition of Housing.** Support all organizations, activities, and community-driven programs focused on improving the condition of housing. Encourage citizen involvement in property maintenance and efforts to improve the housing stock and overall neighborhood quality.

- H-4.4. **Awareness of Importance of Maintenance.** Promote increased awareness among property owners and residents, of the importance of property maintenance to long-term housing quality.
- H-4.5. **Maintenance Assistance Programs.** Pursue State/Federal funds to assist low-income owners of housing units with rehabilitation and reduction of operational costs. Support non-profit organizations that provide related assistance. Where feasible, assist landlords and other property owners in maintaining and improving their properties through State-funded residential rehabilitation assistance programs, the Mills Act, and other innovative mechanisms that do not rely on City-funded subsidies. Prioritize dwelling units owned or occupied by seniors, low-income individuals/households, and special needs individuals.
- H-4.6. **On-Site Management.** Promote strong, on-site management of apartment complexes to ensure the maintenance of housing and neighborhood quality.
- H-4.7. **Code Enforcement.** Continue to utilize the City's code enforcement program to bring substandard units into compliance with City codes and to improve overall housing conditions. Where appropriate, pursue nuisance abatement and the elimination of overcrowded, unsafe, and unsanitary conditions within residential neighborhoods.
- H-4.8. **Public Health and Safety.** Continue to support healthy neighborhoods by addressing public health and safety issues through cooperative partnerships between neighborhood associations, non-profits, Code Enforcement, the Eureka Police Department, Humboldt Bay Fire, Humboldt County Health and Human Services, Humboldt County Health Department, and other public agencies.
- H-4.9. **Property Inspections.** Continue to work with Humboldt Bay Fire to perform ongoing property inspections of multi-family residential developments of 3 or more units.

GOAL H-5

Existing affordable housing units are retained and preserved, while displacement from housing is minimized.

- H-5.1. **Vacation Rentals.** Balance the need for housing with the market for residential lodging by evaluating the impact of the number of full-unit rentals on residential availability. Consider establishing and maintaining a cap on the number of full unit vacation rentals in residential zone districts.
- H-5.2. **Accessible Units.** Encourage the development of residential units that are accessible to handicapped persons or are adaptable for conversion to housing for handicapped persons.
- H-5.3. **Retention of Affordable Rental Housing.** Support the retention of existing affordable rental housing, where feasible and encourage the replacement of lost units.
- H-5.4. **Long-Term Vacancies.** Reduce resident displacement and reductions in housing stock from long-term vacancies.
- H-5.5. **Loss by Neglect.** Support proactive measures to prevent the loss of low-income housing by neglect.

- H-5.6. **Displacement of Existing Residents.** Work to prevent or minimize displacement of existing residents.
- H-5.7. **Replacement of Multi-Family Housing.** Encourage the replacement of multi-family housing that is demolished with housing that is affordable to a wide spectrum of households.
- H-5.8. **At-risk Affordable Housing Units.** Preserve “at-risk” affordable units through monitoring, working with potential nonprofit purchasers/managers, and exploring funding sources available to preserve at-risk units.

GOAL H-6

All residents of Eureka have equal access to housing options.

- H-6.1. **Safe and Stable Housing.** Work towards safe and stable housing for all members of the community.
- H-6.2. **Prohibit Discrimination.** Continue to support the prohibition of discrimination in the sale or rental of housing with regard to race, color, religion, age, sex, familial status, marital status, disability/medical conditions, national origin, citizenship, status as a student, source of income, political affiliation, gender identity, or sexual orientation.
- H-6.3. **Non-Profit Service Providers.** Support non-profit service providers that help meet the diverse housing and supportive service needs of the community.
- H-6.4. **Fair Housing Choices.** Continue to further fair housing choices by actively expanding housing opportunities and removing impediments to fair housing.
- H-6.5. **Pedestrian and Bicycle Connectivity.** Ensure that projects integrate safe pedestrian and/or bike connectivity to existing or proposed destinations such as employment, shopping, business, and other residential developments, to reduce vehicle miles traveled, promote alternative modes of transportation, and ensure pedestrian and bicycle safety.
- H-6.6. **Transit Services.** Support regional efforts to enhance and expand transit services.
- H-6.7. **Rental Subsidies and Assistance.** Continue to provide funding for rental subsidies and support County, State, and Federal rental subsidy and rental assistance programs, such as Housing Choice Vouchers.
- H-6.8. **Housing First.** Continue to implement Housing First programs.

GOAL H-7

The rate of homelessness in Eureka is substantially lower than it has been in the past.

- H-7.1. **Homelessness Strategy.** Develop a new Eureka Homelessness Strategic Plan.
- H-7.2. **End Homelessness.** Seek to end homelessness in Eureka through support for, and participation in, multiple strategies, including housing-first principles, Substance Use Disorder programs, counseling and support services, income assistance programs,

job training/counseling services, and other proven methods of reducing the incidence and effects of homelessness. Support non-profit organizations and public agencies with a proven track record of accomplishing these sorts of strategies, principals, programs, and services.

- H-7.3. **Balanced Distribution of Resources County-wide.** Work with the various branches of the Humboldt County government, as well as the six other incorporated cities in the County, to advocate for a balanced distribution of low-income and homelessness resources and projects throughout the County and discourage the overconcentration of resources, projects, and solutions in Eureka.
- H-7.4. **Landlord Recruitment.** Recruit property owners, property managers, and landlords to offer housing to homeless individuals and families, at standard or reduced rates. Work with non-profit organizations and the Humboldt County Department of Health and Human Services to provide rental subsidies, rental assistance, and guarantees.
- H-7.5. **Referrals through Mobile Outreach.** Maintain partnerships between the City of Eureka Community Services programs, Eureka Police Department, and Humboldt County Department of Health and Human Services to engage in mobile outreach to homeless individuals. When appropriate and feasible, make housing referrals and service referrals during mobile engagements.

Economy

Business Environment

Goal E-1

A welcoming and supportive environment for businesses to grow, thrive and continue to contribute positively to Eureka's economy.

- E-1.1 **Business Friendly Environment.** Work to remove both real and perceived barriers to development and continually reinforce a business friendly reputation by ensuring:
 - a. Helpful, well-trained, knowledgeable, and accountable staff;
 - b. Clear and understandable requirements;
 - c. Flexibility to adjust to unique circumstances;
 - d. Reasonable and fair fees;
 - e. Streamlined City administrative and regulatory processes that reduce inefficiencies, overlap, and time delays;
 - f. Simplified development review processes for small-scale changes to in-process or previously approved site/building plans;

- g. Continuous evaluation and modernization of City regulations and procedures;
 - h. Consistent implementation of a philosophy where projects are evaluated based on intent of a policy or standard and not just on strict interpretation;
 - i. Permits are reviewed and processed in a manner that is time sensitive and considers development seasons, schedule, and expense of continuing hearings; and
 - j. Consistent interpretation and implementation of City rules and regulations.
- E-1.2 Predictability and Engagement.** Ensure that the City's regulations and processes provide for predictable, fair, efficient and cost effective development decisions that encourage collaborative community engagement.
- E-1.3 Fee Competitiveness.** Annually evaluate City fees, special assessments and taxes, user charges, and utility rates for new and existing businesses to maintain competitiveness with other communities in the region.
- E-1.4 Targeted Development Incentives.** Establish procedures to allow modifications to Zoning Code development standards as incentives to facilitate development or re-use of chronically vacant, underutilized, or other key sites.
- E-1.5 Incentives.** Provide incentives for private reinvestment in underutilized commercial areas where adequate infrastructure exists.
- E-1.6 Loan Programs.** Expand and Improve Revolving Loan Fund and other business loans, micro loans, and other measures to support entrepreneurs and new business development. Encourage staff training and strengthened relationships between the City and professional small-business lending institutions (e.g. Arcata Economic Development Council and, Redwood Region Economic Development Commission) to ensure that Economic Development Staff can choose successful businesses, administer loans effectively, and provide excellent ongoing support.
- E-1.7 Image Management and Quality of Life.** Collaborate with community stakeholders to encourage the ongoing beautification of Eureka's visitor serving areas and to address issues such as blight, homelessness, drug abuse, and vagrancy that adversely affect quality of life, the City's image, and the local business environment.
- E-1.8 Business Improvement Districts.** Assist local merchants and property owners, when requested, in forming and maintaining business improvement districts to promote economic development through marketing, special events, physical improvements, enhanced maintenance, and other activities which benefit the businesses within the district.
- E-1.9 Support Local Business Organizations.** Build long-term partnerships with organizations and programs that assist local businesses, disseminate information, and emphasize buying local. Encourage these organizations to provide input on City services and development review/permit processes, collaborate on economic development activities, and promote Eureka as a great place to do business.

- E-1.10 **Regional Organizations.** Continue to actively participate in and support regional economic development programs and organizations to promote local businesses, leverage City resources, and maximize regional collaboration for economic development.
- E-1.11 **Training.** Collaborate with Humboldt County and nearby cities, Humboldt State University, College of the Redwoods, local school districts, trade organizations, the Chamber of Commerce, industry leaders, and other workforce development partners to provide advanced education, vocational training, retraining, and continuing education to enhance workforce job readiness.
- E-1.12 **Funding Sources.** Identify and pursue grants and other federal, state, and local funding sources to support economic development planning, programs, and projects.
- E-1.13 **Revitalization.** The Zoning Code may establish a Community Revitalization and Investment Authority, Enhanced Infrastructure Financing District, or other similar mechanisms to facilitate the planning and financing of infrastructure improvements, economic development activities, brownfield redevelopment, and affordable housing. The Zoning Code may authorize these mechanisms to offer flexible zoning incentives.
- E-1.14 **Front Counter Coordination.** Improve coordination between front counter planning staff and economic development staff by referring potential new and expanding business opportunities to the economic development programs available in the City.
- E-1.15 **Economic Development Strategic Plan.** Regularly revisit and revise the City-wide Economic Development Strategic Plan.

Business Development

Goal E-2

Robust and well-coordinated communication and outreach system to business and industry leaders.

- E-2.1 **Relationships.** Host regular meetings with major employers to discuss current operations and to provide information on City services. Maintain close links between City Manager, Director of Development Services, and business and industry leaders to monitor business conditions and identify issues in which the City may be of assistance.)
- E-2.2 **Recognition Program.** Create a program to recognize employers that create high-quality jobs and/or make significant contributions to the quality of life in the community.
- E-2.3 **Communication.** Use the best available technology for communication, such as social media, newsletters and websites as a means of communicating economic development goals, initiatives, incentives, and successes to local businesses and the community at-large.)

Goal E-3

Abundant opportunities to facilitate the establishment and expansion of key job and revenue generating uses within the City.

- E-3.1 Targeted Industries.** Promote the retention, expansion, establishment, and recruitment of businesses and high quality jobs in key industries that build on Eureka's competitive advantages and community assets as identified in the City's Economic Development Strategic Plan. Use the Humboldt County "Targets of Opportunity" industry clusters and other targeted industries to inform City areas of focus.
- E-3.2 Potential Development Inventory.** Coordinate with local realtors and other stakeholders to regularly conduct a thorough inventory of vacant and underutilized land designated for commercial and industrial uses and identify opportunities for predevelopment studies (i.e., Phase I analysis, site assembly, right-of-way improvements), and pre-permitting of preapproved development plans that could be completed by the City or the private sector to facilitate development of key sites.
- E-3.3 Business Retention Program.** Maintain an open dialog with businesses that are at risk or are considering relocation; provide assistance when feasible such as development and implementation of an on-going proactive business retention program that addresses issues affecting all business sectors, supports existing businesses, and fosters expansion.
- E-3.4 Business Incubators.** Facilitate the establishment of both public and private business incubator facilities and/or a business incubator program through public-private partnerships and through collaborative partnerships between Humboldt County, local economic development organizations, the Chamber of Commerce, Humboldt State University, College of the Redwoods, and other similar entities. Allow zoning incentives to encourage development of Business Incubators that target start-up businesses.
- E-3.5 Business Attraction Program.** Create a Business Attraction Program that identifies optimal markets on which to focus, assists businesses in locating in or relocating to Eureka, and attracts development that diversifies the local economy and produces higher-wage jobs.
- E-3.6 Data Management.** Complete an annual analysis of suitable growth industries that will diversify and strengthen the local economy. Also conduct annual inventory of existing industries and businesses in order to provide early warning of businesses that are at risk and/or are considering relocating outside of the City.
- E-3.7 Interim Uses.** Support pop-up businesses, phantom galleries, community displays and other temporary uses in vacant or underutilized buildings to reduce vacancy rates, incubate new businesses, and enhance activity. Allow shorter term building and land uses, including interim uses on sites located in the coastal zone and areas potentially affected by sea level rise and combine or reconfigure properties not appropriate for development. (
- E-3.8 Expanded Office-Based Business Sector.** Maintain and expand the City's role as the region's primary center of professional and business services such as attorneys, realtors, architects, engineers, investment specialists, and other office-based businesses and institutions. (

- E-3.9 **Regional Industrial Center.** Strengthen Eureka’s role as a regional manufacturing and industrial center for a variety of industries, such as niche manufacturing, water-based manufacturing, aquaculture, mariculture, seafood processing, artisan and craft manufacturing, and specialty food and beverage manufacturing.
- E-3.10 **Expanded Healthcare.** Identify and implement strategies to expand the healthcare sector and establish Eureka as a destination for healthcare and support efforts to create physician residences and training programs.
- E-3.11 **Expanded Arts Economy.** Promote the establishment, development, and expansion of arts-based and arts-related businesses, and periodically update the City’s Strategic Arts Plan to include incentives for art-based/related businesses as well as art-based projects.
- E-3.12 **Regional Co-Packing and Bottling Facility.** Explore options for facilitating the creation of a regional co-packing and bottling facility that would support and expand the specialty food and beverage manufacturing sector.
- E-3.13 **Non-Coastal Dependent Industrial Land.** Continue to explore locations to provide a supply of sites for by-right industrial development located outside of the Coastal Zone with access to necessary transportation routes and infrastructure.
- E-3.14 **Development of Contaminated Properties.** Work with property owners, regulatory agencies, and other stakeholders to facilitate the cleanup, remediation, and containment of environmental contamination on properties and the subsequent redevelopment of those underutilized properties that are hindered by contamination. Give special emphasis to waterfront properties.
- E-3.15 **Targeted Revitalization Areas:** Allow Targeted Revitalization Areas in the zoning code, which are comprised of chronically blighted, vacant, or underutilized sites, or nonconforming sites or uses incompatible with planned surrounding uses. Targeted Revitalization Areas are intended to be small focused areas that comprise one or more parcels that are scattered throughout the City. Zoning Incentives may be authorized to facilitate the rapid conversion of these areas to planned uses. Larger Revitalization Areas may be established through the Specific Plan and overlay zone process as outlined in the Zoning Code.
- E-3.16 **A Well-Regulated Cannabis Industry.** Maintain regulations for an evolving cannabis market; protect health and safety while allowing cannabis commerce that is consistent with our community vision.
- E-3.17 **Opportunity Zone.** Utilize and promote Eureka’s federal designation as an Opportunity Zone to promote new investment and development.

Goal E-4

Abundance of thriving industries operating on well-utilized waterfront industrial lands and bayfront facilities.

- E-4.1 **Coastal Zone.** Maintain flexibility to accommodate a range of long-term and interim uses within the coastal zone reflective of the regional overabundance of undeveloped

coastal dependent land, Eureka's limited inventory of remaining non-coastal developable lands, market opportunities, and economic needs.

- E-4.2 Port Coordination.** Coordinate land use planning and economic development activities in the vicinity of the Port of Humboldt Bay with the Humboldt Bay Harbor, Recreation, and Conservation District (HBHRCD) and Humboldt County.
- E-4.3 Cold Storage Facility.** Work with the Humboldt Bay Harbor Recreation, Conservation District, private land owners, and other stakeholders to secure a site and funding for the construction and operation of a commercial cold storage facility.
- E-4.4 Dock A and Dock B at Marina Way.** Redevelop and promote the city-owned docks at Marina Way as modern multiple-purpose facilities that could combine a cruise ship terminal with a break-bulk/container cargo terminal and fishing facilities.
- E-4.5 Research Facilities and Vessels.** Promote and support new development or redevelopment of dock facilities and adjacent shoreline sites to facilitate marine-related scientific research.

Infrastructure

Goal E-5

Infrastructure to meet the needs of existing and future businesses and industries.

- E-5.1 Access, Infrastructure and Services.** Ensure that convenient access to major transportation facilities, adequate utility and telecommunications infrastructure, high speed broadband, and sufficient public services are available and/or programmed to support commercial and industrial areas.
- E-5.2 Alternative Goods Movement.** Support the expansion of a range of transportation options for goods movement, including heavy rail connectivity, highway improvements, port and maritime shipping facilities, and air passenger and freight facilities and services.
- E-5.3 Port of Humboldt Bay.** Work with the HBHRCD to preserve and, where feasible, improve and expand upon existing port facilities and infrastructure, including consideration of programs that may expand demand for port facilities.
- E-5.4 Dredging:** Continue to dredge and take other appropriate measures to maintain channel depths adequate to support a vibrant working waterfront and recreation uses along the bay. Dredging should maintain access to CDI zoned lands, docks, marinas, and boat ramps.
- E-5.5 Fishing and Boating Facilities.** Protect and, where feasible, upgrade facilities serving the commercial fishing, recreational boating, and aquaculture industries. Provide the commercial fishing industry with priority use of maritime docking, fueling, storage and related infrastructure west of C Street and on Woodley Island.

- E-5.6 **Tide Land Leases.** Periodically re-evaluate the terms of tide land leases to promote reinvestment in waterfront infrastructure and amenities.
- E-5.7 **Wastewater Treatment Capacity.** Ensure that the City's Wastewater Treatment Plant has sufficient capacity to meet the needs of industrial and agricultural users. Wastewater capacity shall be sufficient to support the planned growth of breweries, dairy manufacturing, and other high impact users.
- E-5.8 **Investment in Facilities.** Invest in and/or promote key facilities to support economic growth.
- E-5.9 **Support for Open Broadband.** Encourage and support the expansion and delivery of redundant, open broadband internet service throughout the City, and support the use of public resources to serve as community anchors such as court houses, schools, libraries, civic and media access centers, public safety and health care facilities.

Tourism and Regional Visitation

Goal E-6

Highly-effective, Eureka-centric marketing and branding strategies that maximize return on investment, increase visitation and visitor spending, and thereby increase Transient Occupancy Tax revenue and sales tax revenue.

- E-6.1 **The Eureka Brand.** Develop and strategically market the Eureka brand and coordinate with regional and statewide marketing efforts to promote a positive image of Eureka to prospective visitors and businesses.
- E-6.2 **North Coast Eco-Tourism Gateway.** Brand Eureka as a gateway to north coast ecotourism destinations such as Redwood National Park, the rugged north coast beaches, wild and scenic river rafting, mountain biking, and other similar eco-tourism opportunities.
- E-6.3 **Year-Round Tourism Destination.** Encourage increased year-round and multi-day tourism by promoting Eureka as a cultural-tourism destination rich in local architecture, history, dining, arts, and entertainment and by promoting and developing Eureka as an ecotourism and adventure tourism destination with activities such as bay kayaking, the Eureka waterfront coastal trail, Zoo, and forested city-parks.
- E-6.4 **Visitor's Center.** Promote and partially fund a cutting-edge and innovative Visitor's Center that generates some of its own revenue while simultaneously increasing the number of days that visitors and tourists stay in Eureka as well as increasing spending and sales tax generation.
- E-6.5 **Visitation by Local and Regional Residents.** Combat the trend of on-line shopping and increase spending in Eureka through the development of "shop local" campaigns and other related marketing efforts targeted at residents that live in Eureka, nearby cities, and the surrounding region. For residents of the other population centers in Humboldt County, promote Eureka as a family-friendly destination for weekend day-trips and holiday shopping excursions.

E-6.6 HSU and CR Student Spending. Identify and implement strategies aimed at attracting significantly greater visitation to Eureka businesses by HSU and CR students living outside the City.

Goal E-7

Well-funded and maintained tourism-related assets, infrastructure, and events that provide year-round and multi-day activities for visitors and tourists.

E-7.1 Tourism Assets. Protect and maintain existing recreation and tourism assets (such as the Waterfront Trail and Boardwalk), and encourage the development of additional recreation and tourism businesses and industries.

E-7.2 Parks and Recreation Funding. Commit to stable funding for the Community Services Department with the intent of keeping the City's parks, trails, landscaping, street trees, and other related facilities modern and well-maintained.

E-7.3 Events. Solicit, encourage, support, expand, and promote a diversity of major multi-day events and minor special-interest events in order to showcase Eureka and increase tourism.

E-7.4 Strategic Street Closures. Explore the feasibility of temporary closures of block-long streets to vehicular traffic in order to facilitate vibrant pedestrian plazas; eventually explore permanent closures based on results of temporary closures.

E-7.5 Manufacturing Tours. Promote and expand the burgeoning market of "Manufacturing Tours" as exemplified by breweries, chocolate makers, and other similar facilities.

E-7.6 US 101 through Eureka. Work with Caltrans to beautify and enhance the physical infrastructure of Broadway, 4th Street, and 5th Street, to create gateways and corridors that create a sense of place that matches Eureka's brand, and work with property owners and businesses to create attractive buildings and storefronts on these same streets in order to make these primary thoroughfares more vibrant and visually appealing to tourists and visitors.

E-7.7 Wayfinding Signage and Digital Wayfinding. Provide widespread, user-friendly wayfinding systems that direct visitors to various mobility options, parking locations, and local destinations. Explore range of creative wayfinding systems that are delivered through a variety of traditional signage formats and non-traditional formats such as technology-based mobile applications.

E-7.8 Zoo Expansion. Identify and pursue funding sources to implement the Sequoia Park Zoo Master Plan, including the envisioned Canopy Walk.

E-7.9 Old Town Alleys. Work with property owners and business owners to fund and implement the Opera Alley Visioning Plan and other similar projects in Opera Alley, Snug Alley, and Pioneer Alley.

E-7.10 Strategic Arts Plan. Regularly update and pursue funding sources to implement the projects prioritized in the Strategic Arts Plan.

- E-7.11 **Arts and Culture.** Expand and promote performing and visual arts through programs, facilities, and arts-based infrastructure that will support tourism and otherwise contribute to the retention and creation of job opportunities. (MP, JP, PI)
- E-7.12 **Murals.** Encourage and assist in the development and maintenance of murals to enliven blank walls in the Core Area.
- E-7.13 **Tourist Activities.** Promote the development and expansion of tourist activities such as boat tours, carriage rides, and trolleys in the Core Area.
- E-7.14 **Cruise Ships.** Evaluate the market for commercial cruise ship visitation and assess in relation to the anticipated cost of required infrastructure improvements.
- E-7.15 **Waterfront Hotel.** Attract and facilitate the development of a regionally-significant hotel on the waterfront that will draw new visitors to businesses in the Core Area and throughout the City.
- E-7.16 **Tourism Data Management.** Work with local businesses and tourism-related organizations to establish a data management system that tracks and monitors tourism-related data with the intent of informing tourism-related investments and tourism-related policy decision-making.
- E-7.17 **TOT Reinvestment.** Establish a data-driven revenue reinvestment program for transient occupancy tax (TOT) generated revenue. Program would reinvest some TOT revenue back into tourism-related assets, infrastructure, events, and marketing with the intent of continually increasing TOT revenue.

Fiscal Resilience and Efficiency

Goal E-8

Sustainable fiscal management practices that strengthen the City's ability to provide essential public services and a high quality of life.

- E-8.1 **Fiscal Impact Analysis.** Where appropriate, consider a fiscal impact analysis be conducted in conjunction with the review of proposed zoning and General Plan amendments to document effects on the City's economic and fiscal condition. Incorporate project mitigation as appropriate to maximize benefits, minimize costs and ensure the City's long-term fiscal health.
- E-8.2 **Equitable Cost Sharing.** Develop and maintain an up-to-date development impact fee program to ensure that new development pays for its fair share of infrastructure, public and community facilities, and the incremental operating costs it imposes on the City, while encouraging continuing development in the City.
- E-8.3 **Public Facilities Financing and Phasing.** Update the multi-year Capital Improvement Program that links General Plan and Economic Development Strategic Plan priorities with the annual budget process.

- E-8.4 **Revenue Generation.** Encourage the establishment and expansion of local businesses and development of commercial uses and other types of property with high assessed valuation and those that generate new sales, use, and transient occupancy tax revenues.
- E-8.5 **Financial Assets.** Manage the City's financial assets in a sound and prudent manner, and establish systems to monitor the City's fiscal performance through financial controls, audits, and budgeting.
- E-8.6 **Revenues and Services.** Balance projected revenues with sustainable levels of public services, including adequate reserves and replacement funds.
- E-8.7 **Balanced Sales Tax Revenue Strategy.** Strive to maintain a balanced sales tax revenue strategy.
- E-8.8 **Development Agreements.** Use development agreements as appropriate to secure required financing, improvements, and other benefits from proponents of large-scale development projects.

Historic and Cultural Preservation

Historic Preservation

Goal HCP-1

A comprehensive preservation program that identifies, recognizes, protects, and assists in the preservation of Eureka's historic resources.

- HCP-1.1 **Preservation.** Encourage and support the identification, preservation, rehabilitation, and restoration of historically significant buildings, landscape features, significant trees and plantings, hardscapes, fountains, lighting, sculptures, signs and other natural or designed features through incentives such as reduction of Historic Preservation application fees and programs such as the Local Register of Historic Places and the Mills Act.
- HCP-1.2 **City-owned Resources.** Maintain City-owned historic buildings and resources, such as structures, objects, monuments, cemeteries, landscapes, rights-of-way improvements, retaining walls, granite curbs, entry monuments, light standards, street trees, and the scoring, dimensions, and patterns of sidewalks, driveways, curbs and gutters in accordance with the Secretary of the Interior's Standards for the Treatment of Historic Properties.
- HCP-1.3 **Adaptive Reuse.** Promote the adaptive reuse of historic buildings for both public and private uses when the original use is no longer feasible.

- HCP-1.4 **Procedures for Demolition of Eligible Historic Resources.** Consider demolition of Eligible Historic Resources as a last resort, to be permitted only if rehabilitation is not feasible; demolition is necessary to protect health, safety, and/or welfare; or the public benefit of demolition outweighs the loss of the structure consistent with City regulations.
- HCP-1.5 **Heritage Tourism.** Work with local Native American Tribes, agencies, organizations, property owners, and business interests to develop and promote Heritage Tourism opportunities, in part as an economic development strategy.
- HCP-1.6 **Certified Local Government.** Maintain adequate staffing for the continuance of the California State Office of Historic Preservation's Certified Local Government Historic Preservation Program.

Archaeological and Tribal Cultural Resources

Goal HCP-2

A comprehensive program that identifies, preserves, and assists in the protection of archaeological and Tribal Cultural resources.

- HCP-2.1 **Protection.** Continue to identify, protect, and preserve significant archaeological sites and conduct good-faith government-to-government consultation with local Tribes to identify and protect Tribal Cultural Resources.
- HCP-2.2 **Coordination with Tribes.** Continue to solicit input from local Native American Tribes, and/or a qualified cultural resource professional early in project planning and review processes in areas known or believed to contain buried archaeological or cultural resources.
- HCP-2.3 **Consultation with Tribes.** For projects subject to CEQA, initiate formal consultation as early as feasible with local Tribes to identify and protect Tribal Cultural Resources in their respective areas of traditional and cultural affiliation. Topics to discuss during consultation include project alternatives, recommended mitigation measures, and significant effects; other topics may include type of environmental review, resource significance, impact significance, and tribal alternatives for mitigation.
- HCP 2.4 **Confidentiality.** Protect confidential Tribal information, such as by preparing a separate appendix that is not included in the environmental document or disclosed to the general public, in consultation with each Tribe.
- HCP-2.5 **Construction Monitoring.** Condition permit approval with inadvertent discovery language and/or require monitoring of ground-disturbing activities in areas known or believed to contain buried archaeological or cultural resources.
- HCP-2.6 **Coordination.** Coordinate with Humboldt County and local Tribes to promote the preservation of archaeological and cultural resources in the Study Area.

- HCP-2.7 Discretionary Projects.** Require discretionary development projects be designed to avoid potential impacts to significant archaeological and cultural resources whenever feasible, reduce unavoidable impacts to the maximum extent feasible, and comply with mitigation measures as agreed upon during formal consultation. Make determinations of significance, impacts, and mitigation in conjunction with a qualified cultural resources professional and/or local Tribes.
- HCP-2.8 Repatriation of Tribal Cultural Resources.** On a case by case basis, support efforts to return human remains and cultural objects unlawfully obtained from prehistoric and historic Native American sites to proven lineal descendants, or culturally related Native American tribes.
- HCP-2.9 Zoning, Conservation Easements, and Acquisition of Resources.** In consultation with local Tribes, governments, and landowners, protect Tribal Cultural Resources in open spaces, under conservation easements, and/or restricted development recorded on deeds, and consider zoning changes, conservation easements, and acquisition programs as a means of preserving-in-place significant archaeological and cultural resources.
- HCP-2.10 Public Display of Resources.** Encourage local universities, cultural museums, learning and interpretive centers, libraries, and curation facilities to preserve, store, protect, and/or make artifacts available for public display and study, when appropriate.

3.2 OUR ENVIRONMENT

Natural Resources and Open Space ▪ Agriculture and Timberlands ▪ Air Quality and Climate Change

Natural Resources

Water Resources and Water Quality

Goal NR-1

Protection, enhancement and restoration of surface water resources, and their associated riparian habitats, and groundwater, as well as improvement of water quality.

Water Resources

- NR-1.1 **Surface Water.** Preserve, protect, and restore all surface water resources (including bays, rivers, streams, wetlands, and sloughs) to their natural state, to the maximum extent feasible.
- NR-1.2 **Groundwater Recharge Areas.** Regularly review and update Figure NR-1 to identify, map, protect, and preserve important groundwater recharge areas.
- NR-1.3 **Natural Open Space Areas.** Preserve undeveloped natural open space areas that provide important groundwater recharge, stormwater management, and water quality benefits, such as undeveloped open spaces, gulches, natural habitat, riparian corridors, wetlands, and other drainage areas.
- NR-1.4 **Watershed Management.** Manage water resources at the watershed level, to maintain high ground and surface water quality.
- NR-1.5 **Best Management Practices.** Require the implementation of Best Management Practices (BMPs) to minimize erosion, sedimentation, and water quality degradation resulting from the construction of new impervious surfaces.

Water Quality

- NR-1.6 **Water Quality.** Regulate construction and operational activities to incorporate stormwater protection measures and Best Management Practices in accordance with the City's National Pollution Discharge Elimination System to minimize adverse effects of wastewater and stormwater discharges.
- NR-1.7 **Groundwater Protection.** Continue to encourage septic system users to connect to City services, and prevent onsite disposal of toxic substances per local and State regulations to reduce groundwater contamination.

- NR-1.8 Biological Productivity.** Maintain and, where feasible, restore the biological productivity and quality of rivers, streams, and wetlands to maintain optimum populations of aquatic organisms and protect human health.
- NR-1.9 Alterations to Rivers and Streams.** Require channelization or other substantial alterations that could significantly disrupt the habitat or hydrologic values of rivers and streams to incorporate all feasible Best Management Practices. Limit such activities to trails, bridges, flood control projects, and fish and wildlife habitat restoration projects.
- NR-1.10 Regional Coordination.** Coordinate and collaborate with agencies in the region and within the watershed to address water quality issues.
- NR-1.11 Pervious Pavement.** Encourage the installation of pervious pavement and surfaces.

Biological Resources

Goal NR-2

Protection of sensitive biological resources on a sustainable basis to generate long-term public, economic, and environmental benefits.

- NR-2.1 Development in Gulches and Greenways.** Allow limited development within Eureka's gulches and greenways and permit private property owners adjacent to gulch and greenway areas to develop, provided sensitive species habitat, fish and wildlife corridors, and the hydrologic capacity of the resource are protected, and vegetation removal does not occur below the high water mark or in areas subject to flooding, consistent with local, State, and federal regulations.
- NR-2.2 Gulch Greenway Preservation and Management Guidelines.** Prepare and adopt Gulch Greenway Preservation / Management Guidelines that identify and protect sensitive species habitat and the hydrologic capacity of Eureka's gulches and greenways. Include provisions in these guidelines for defining the boundaries of gulches and greenways, as generally indicated in Figure NR-1, identifying the boundaries of all affected parcels lying wholly or partly within the gulches and greenways, ensuring new development is compatible with the environmental and public safety values of the gulches and greenways, and restoring gulch vegetation, wetlands, and sensitive species habitat as appropriate.
- NR-2.3 Trails in Gulches and Greenways.** Work with private landowners and Humboldt County to establish a publicly-accessible trail network in and along Eureka's gulches and greenways that would not adversely impact sensitive species habitats.
- NR-2.4 Wetlands Preservation.** Require appropriate public and private preservation and restoration of wetlands, and/or rehabilitation through compensatory mitigation in the development process for impacts to wetlands, consistent with State and federal permitting requirements.
- NR-2.5 Sensitive Species Habitat.** Require development in or adjacent to sensitive species habitats that may contain special-status species to be compatible with the long-term

sustainability of the habitat, and (in discretionary projects) be conditioned to prevent significant habitat degradation or harm to rare, threatened, or endangered species.

- NR-2.6 **Buffers.** Require the provision and maintenance of reasonably-sized buffers between sensitive habitat and adjacent urban uses to minimize disturbance of the resources, as appropriate. Buffers need not be larger than is recommended by a qualified professional ecologist (such as an ecologist, biologist, or wetland scientist).
- NR-2.7 **Tree and Native Vegetation Preservation and Use.** Encourage preservation of existing healthy trees and native vegetation through site planning and maintenance, promote the use of low-maintenance, low water-use native plants and trees, prohibit the use of highly invasive plants, and discourage the use of invasive species in landscaping.
- NR-2.8 **Non-native Invasive Species on Public Lands.** Maintain a program to identify, evaluate, and eradicate non-native invasive species on public lands where they are displacing native species.
- NR-2.9 **Regional Coordination.** Maintain an active relationship with adjacent communities and government agencies to encourage cooperative management of natural resources and ecosystems in the Eureka Study Area.

Open Space

Goal NR-3

Protection and enhancement of valuable open space resources in and around Eureka.

- NR-3.1 **Preserve Open Space.** Preserve unique and valuable areas within and around the city that provide visual and physical relief to the cityscape, as well as critical habitat, natural drainage, farming opportunities, timber extraction, passive recreation or outdoor education in their natural state to define and enhance the city's distinct character and heritage.
- NR-3.2 **Wildlife Movement.** Preserve, enhance, and create interconnected open space and natural areas along sloughs, rivers, creeks, gulches and greenways, and other naturalized areas to provide for wildlife movement and protect biodiversity.
- NR-3.3 **Separate Incompatible Land Uses with Open Space.** Retain open-space needed to separate potentially conflicting land uses and to act as a noise barrier between noise-sensitive and excessive noise-generating uses.
- NR-3.4 **Funding.** Pursue available funding sources for open space acquisition, management, and enhancement.
- NR-3.5 **Recreational Use and Nature Study.** Within open space areas, develop compatible recreational uses and opportunities for nature study, such as trails, canopy walks, interpretive centers, viewing platforms, and other compatible uses, especially when such uses provide enhanced opportunities for acquisition, management, and enhancement of the City's public recreation and nature-study opportunities.

- NR-3.6 Coordination.** Coordinate open space planning, acquisition, and development efforts with those of Humboldt County and regional and State agencies.
- NR-3.7 Trails in Gulches and Greenways.** Encourage and stimulate the development of public trails within Eureka's gulches and greenways.
- NR-3.8 Community Gardens.** Allow the development of community gardens and edible landscapes in open spaces.

Visual Resources

Goal NR-4

Preservation of significant visual resources that serve as scenic amenities and contribute to Eureka's character.

- NR-4.1 View Corridors.** Preserve view corridors on public streets that lead to prominent visual resources, such as Humboldt Bay, the waterfront, landmark buildings, gulches and greenways, and surrounding agricultural and timberlands. Such views include the views of the waterfront while looking north along G Street and the views of the Carson Mansion while looking east along 2nd Street. Properly maintained street trees are not considered to obscure view corridors.
- NR-4.2 Lighting.** Require new lighting be designed and configured to minimize light pollution, glare, and spillage.

Agriculture and Timberlands

Agricultural and Timberlands Preservation

Goal AG-1

Preservation of agricultural and timber lands and aquaculture and fishing operations within and surrounding Eureka, enhanced forest ecosystems, reduced land use conflicts, and a sustained yield of forest, agricultural, and fisheries products.

- AG-1.1 Agricultural Lands within Coastal Zone.** Protect and conserve designated agricultural lands within Eureka's Coastal Zone consistent with the California Coastal Act and the Local Coastal Program.
- AG-1.2 Aquaculture and Fishing Operations as Contributors to Local Economy.** Recognize aquaculture and commercial fishing operations and on-shore support facilities in Eureka as important contributors to the local and regional economy.

- AG-1.3 Limit Aquaculture Impacts.** Ensure that aquaculture does not adversely impact natural ecological processes or native wildlife or fisheries or their habitat in Humboldt Bay. Require applicants for new aquaculture uses to demonstrate that adequate precautions will be taken to prevent new adverse impacts to natural ecological processes.
- AG-1.4 Fishing Operations.** Promote development or rehabilitation of on-shore facilities that support the commercial fishing industry.
- AG-1.5 Farmer's Markets.** Continue to support the operation of and provide venues for farmer's markets to allow sales of locally made, grown, and/or processed products, including beer, wine, cider, and other locally-made products. (RDR)
- AG-1.6 Productive Use of Timberlands.** Continue to work with Humboldt County and the California Department of Forestry and Fire Protection (CDF) to encourage the sustained productive use of timberland as a means of providing open space, conserving other natural resources, and preventing urban conversions.
- AG-1.7 Discourage Conflicts with Timberland Management.** Continue to work with Humboldt County and the California Department of Forestry and Fire Protection (CDF) to discourage development that conflicts with timberland management.
- AG-1.8 McKay Tract Community Forest.** Collaborate with Humboldt County to establish public transit, non-motorized access routes, and public access points to the McKay Tract Community Forest for use by Eureka's residents.
- AG-1.9 Setbacks.** Set back development adjacent to the McKay Tract Community Forest boundary to a sufficient distance to prevent exposure to potential hazards and to maintain forest integrity.
- AG-1.10 Timber Harvest Plans.** Request review of all Timber Harvest Plans (THP) within Eureka's sphere of influence in cooperation with California Department of Forestry. THPs should be reviewed for measures that protect water quality, control erosion and flooding, and preserve the forested character surrounding the City of Eureka.
- AG-1.11 Wood Waste.** Encourage and promote the productive use of wood waste generated in the Eureka area.
- AG-1.12 Timber Management in Residential Zones.** Allow management of timberlands and hazardous trees, including removal of trees on residentially zoned properties, balanced with protection of timber as a resource.

Air Quality and Climate Change

Air Quality

Goal AQ-1

Improved air quality and reduced greenhouse gas emissions throughout Eureka.

- AQ-1.1 Regional Coordination.** Cooperate with the North Coast Unified Air Quality Management District, Redwood Coast Energy Authority, and other agencies to develop a consistent and effective approach to air quality planning and management, as well as to reduce greenhouse gas emissions and air quality impacts in the region.
- AQ-1.2 GHG Reduction.** Continue to work with Redwood Coast Energy Authority to implement appropriate measures to reduce regional greenhouse gas emissions in Eureka, such as incentivizing the use of alternative energy sources, and periodically update the City's greenhouse gas inventory and reduction plan, consistent with State reduction targets and regulations.
- AQ-1.3 New Development.** Require new discretionary developments to incorporate mitigation measures that utilize Best Management Practices and reduce emissions from both construction and operational activities, consistent with the North Coast Unified Air Quality Management District requirements and State regulations.
- AQ-1.4 Off-Street Parking.** Encourage and incentivize premium parking spaces for carpool, vanpool, and alternative energy vehicles, and encourage the development and addition of electric vehicle charging stations in parking lots.
- AQ-1.5 NCUAQMD Consultation.** Require consultation and coordination with the North Coast Unified Air Quality Management District for any projects that may have a potential health risk or may expose the public to hazardous air pollutants, as well as determining compliance with adopted rules and regulations.
- AQ-1.6 Buffering Land Uses.** Require buffering of uses, facilities, and operations that may produce toxic or hazardous air pollutants and/or odors (e.g., commercial and industrial uses, highways, etc.) to provide an adequate distance from sensitive receptors (e.g., housing and schools), consistent with California Air Resources Board recommendations.
- AQ-1.7 Large Employers.** Encourage large employers to allow for flexibility in the work schedule that would reduce emissions of air pollutants, such as more alternative schedules and telecommuting, in addition to providing incentives for non-single occupancy vehicle commuting modes including public transit, electric vehicles, carpooling, and non-motorized transportation.
- AQ-1.8 Localized Concentrated Air Pollution.** Strive to reduce the number and generation of localized points of concentrated automobile emissions, or "hot spots," such as by synchronizing traffic signals.

- AQ-1.9 Transit Funding.** Strive to secure adequate funding for transit, autonomous vehicle, mobility on-demand, and ridesharing services to provide viable transportation alternatives to help reduce greenhouse gas emissions. Require new development to contribute its fair share of the transit service costs to serve new projects.
- AQ-1.10 Non-Motorized Transportation.** Continue to plan for and secure adequate funding for interjurisdictional non-motorized transportation facilities to help reduce greenhouse gas emissions.
- AQ-1.11 City Employee Incentives.** Explore incentives for City employees to promote and utilize alternative modes of transportation, such as public transit, carpooling, walking, bicycling, and telecommuting.
- AQ-1.12 City Vehicle Fleet.** Continue to purchase low-emission and zero-emission vehicles for the City's non-emergency fleet and use only clean fuel sources for trucks and heavy equipment, where feasible.
- AQ-1.13 Reducing the City's Operation Emissions.** Continue to promote strategies aimed at lowering the City's operation emissions, including exploring the feasibility of purchasing 100% renewable power through a Community Choice Aggregation program.
- AQ-1.14 Education and Outreach.** Provide educational opportunities, and assist in engaging with the public regarding air quality, its health impacts, and potential actions that people can take to improve air quality and minimize greenhouse gas emissions.

Sea Level Rise

Goal SL-1

Anticipated effects of sea-level rise are understood, prepared for, and successfully mitigated.

Development

- SL-1.1 Maintain and Enlarge Shoreline Protective Structures.** Maintain and enlarge existing shoreline protective structures to protect development from sea-level rise related hazards, including storm events, wave run-up and coastal erosion.
- SL-1.2 Design of Shoreline Protective Structures.** Require shoreline protective structures be designed for multiple urban purposes, connect to the public access system, ensure shore and structural stability, limit impacts on coastal resources, incorporate soft coastal protection, minimize aesthetic impacts and neither create nor contribute significantly to erosion, or cause geologic instability.
- SL-1.3 New Development.** Require new development along the shoreline to assure stability and structural integrity, neither create nor contribute significantly to erosion, not cause geologic instability or destruction of the site and surrounding area or in any way require the construction of protective devices that would substantially alter natural landforms

along bluffs and cliffs, and ensure that risks to life and property are minimized and that new development is safe from and does not contribute to flooding.

- SL-1.4 **Raise Structures.** Require new development and substantial improvements to existing development that are located in areas not protected from coastal flooding to have raised structures to minimize risks to life and property.
- SL-1.5 **Natural Shoreline Areas.** Encourage the preservation and habitat enhancement of natural shoreline areas as identified in the most recent shoreline mapping assessment.

Adaptation Measures

- SL-1.6 **Protect Key Coastal Assets.** Prioritize the development and implementation of adaptation measures to protect key coastal assets.
- SL-1.7 **Coordinated Protection System.** Establish and maintain a coordinated Sea Level Rise protection system for low lying areas. Consider establishing an Assessment District to fund the maintenance and improvement of coastal flood protection measures.
- SL-1.8 **Protection Management Strategy.** Protect developed areas and areas designated for urban uses by maintaining and enlarging existing shoreline structures, addressing gaps in the City's coastal flooding lines of defense, and periodically updating and amending sea-level rise vulnerability assessment, adaptation plans, and mapping based on best available science until such time as the magnitude of sea-level rise is such that the protection management strategy can no longer be achieved.
- SL-1.9 **Fill Material in the Bay.** Place safe fill material in the Bay to protect existing and planned development from flooding and erosion, consistent with requirements of the Coastal Act.
- SL-1.10 **Relocate Development.** Abandon developed areas if it is determined that it is no longer feasible to construct and maintain shoreline structures from the effects of sea-level rise. Modify or remove shoreline protective structures if currently developed areas are abandoned and development is relocated outside the coastal hazard areas.
- SL-1.11 **Reduce Damage from Peak Tidal and Storm Events.** Explore and encourage innovative solutions to reduce damage from peak tidal and storm events, including the installation of hard engineered tidal barriers, installation of temporary sea gates, pump stations and off-shore structures, construction of soft engineered islands, reefs, marshes, and living shorelines, utilization of safe local waste material to implement adaptation measures, and construction of stormwater detention basins.
- SL-1.12 **City Projects.** Integrate resilience to anticipated sea level rise impacts into City project designs when repairing and replacing aging infrastructure.

Disclosure, Education, and Collaboration

- SL-1.13 **Disclose Sea-level Rise Impacts.** Disclose the potential for sea-level rise impacts with the use of the following tools: zoning code requirements, sea-level rise hazard maps based on best available science, and risk disclosure requirements.

- SL-1.14 **Education.** Work with community partners, property owners, and managers of assets at risk to enhance local understanding of sea-level rise and identify best management practices that reduce vulnerability and risk from sea-level rise hazards.
- SL-1.15 **Collaboration.** Collaborate with stakeholder groups, other agencies, local tribes, and the public to develop local and regional strategies that collectively improve the community's ability to adapt to sea-level rise in ways that advance or maintain economic prosperity, social equality, and environmental protection.

Climate Change Impacts and Adaptation

Goal CC-1

A community that adapts to and is resilient to climate change impacts.

- CC-1.1 **Hazard Mitigation Planning.** Continue to collaborate with the County of Humboldt and other participating jurisdictions, and participate in the regular updates to the Humboldt Operational Area Hazard Mitigation Plan, to address natural hazards, including addressing resilience and adaptation to climate change.

3.3 OUR CIVIC RESOURCES

Arts and Culture ▪ Parks and Recreation ▪ Community Services

Arts and Culture

Goal AC-1

Provision of diverse programs and partnerships that meet the artistic and cultural needs of the Eureka community.

- AC-1.1 Strategic Arts Plan.** Continue to work with the Eureka Arts and Culture Commission to regularly update the Strategic Arts Plan that supports the arts and cultural development of the City and conduct surveys and studies, hold stakeholder meetings, or utilize other forms of analysis to understand the arts and cultural needs and interests of the community.
- AC-1.2 Funding.** Apply for grant funding opportunities, consistent with the adopted Strategic Arts Plan, for the development of a wide range of high-quality arts and educational programs and projects that are accessible to all.
- AC-1.3 Cultural Tourism.** Develop programs that invest in and contribute to the enhancement of arts and cultural programs, services, organizations, and artists to foster ongoing cultural tourism efforts and creative economic development in the city.
- AC-1.4 Art and Education.** Partner with Humboldt State University and other educational institutions, libraries, arts and cultural organizations, and creative individuals and proponents to strengthen the network of arts and cultural resources in the City and region.
- AC-1.5 Coordination of Arts Community.** Encourage coordination among local arts and cultural groups and events to expand their appreciation by the community.
- AC-1.6 Supporting Local Arts.** Continue to support the local arts community and programs associated with arts, culture, music and theater, and organizations such as Eureka Main Street and the Ink People Center for the Arts, and others.
- AC-1.7 Youth Engagement.** Continue to encourage the development of entertainment, recreational, and cultural activities for youth.
- AC-1.8 Museum Development.** Collaborate with local museums, such as the Clarke Museum, the Morris Graves Museum, the Discovery Museum, and others, and support expanded educational opportunities at these sites.

- AC-1.9 **Artist Live-Work Spaces.** Support the rehabilitation and conversion of buildings to expand and develop artist live-work spaces.
- AC-1.10 **Renovation Feasibility.** Participate in studies to determine the feasibility of renovating cultural facilities and historic buildings throughout the City but namely within the Core Area to provide additional spaces for art and cultural programs.
- AC-1.11 **Public Art Guidelines and Policies. Create and** periodically evaluate/update the City's Public Art Guidelines and Policies to ensure the City has a clear strategic vision regarding these matters.
- AC-1.12 **Accessibility to All.** Work to ensure that the arts and culture are accessible to all Eureka residents and all visitors to Eureka.

Goal AC-2

Effective utilization of arts and culture to stimulate events and projects that will increase City revenues and enhance Eureka's image.

- AC-2.1 **Cultural Arts District.** Establish and maintain a City-designated Cultural Arts District registered with the California Arts Council.
- AC-2.2 **Wayfinding, Banner, and Signage Program.** Develop and implement a wayfinding, banner, and signage program that communicates the various arts and culture activities and options to local and regional travelers.
- AC-2.3 **Marketing and Outreach.** Engage in marketing and outreach efforts designed to increase knowledge about and to enhance the attendance of arts and culture-related venues, programs, and events.
- AC-2.4 **Cultural Focal Points.** Develop several cultural focal points across the City, in addition to strengthening the Core Area, for entertainment, cultural, and community activities. Promote the development of a cultural arts/theater district within the Core Area, with particular emphasis on F Street, C Street, and Opera Alley. (MP, RDR)
- AC-2.5 **Private Investment in Public Spaces.** Remove or minimize any City-based regulatory restrictions that would prevent private investment into public spaces, such as phantom art galleries, parklets, neighborhood-based mini-libraries, and murals on privately-owned buildings.)
- AC-2.6 **Public Art.** Continue to support public art that is consistent with the City's Public Art Guidelines and emphasizes art as an interactive pedestrian experience, allowing for a more inclusive and engaging public realm, including landscape buffers, parklets, parking lots, and other small public spaces.
- AC-2.7 **Joint Public-Private Partnerships.** Promote cooperative arrangements with public and private agencies that allow for temporary or permanent displays of art on public or private land, such as murals on blank walls and create a City Phantom Art Gallery Program.
- AC-2.8 **Community Events.** Continue to support and/or host community events such as Arts Alive, the Farmers Market, the Summer Concert Series, the Redwood Coast Music

Festival, and the Humboldt Makers Street Fair, among other events, to foster civic pride and affirm the City's identity as an inclusive and creative community.

- AC-2.9 Community Centers.** Continue to maintain existing community centers and actively support the establishment of community centers in underserved areas of Eureka to meet both the civic and cultural needs of the community.

Parks and Recreation

Goal PR-1

A well-maintained park and recreation system that includes sufficient facilities to effectively serve the diverse needs and interests of all members of Eureka's population, while protecting environmentally sensitive resources.

- PR-1.1 OSPRC Strategic Plan.** Continue to work with the Eureka Open Space, Parks, and Recreation Commission (OSPRC) to regularly update the OSPRC Strategic Plan to manage facilities, programs, and funding for parks and recreation.
- PR-1.2 Parkland Standards.** Encourage a diverse and accessible parkland system through a combination of active and passive parks and recreational facilities, in accordance with the definitions and standards provided in Table PR-1. Retain flexibility in applying parks standards to best meet the existing and future needs of the community.
- PR-1.3 Park Enhancement.** Continue to upgrade and enhance the existing park system with a diverse and accessible range of parks and recreational facilities to better serve park users of all abilities.
- PR-1.4 Funding.** Adopt funding mechanisms for the development and ongoing maintenance and operation of parks and recreational facilities and services.
- PR-1.5 Joint Use.** Coordinate with local school districts to encourage combined school and park facilities where feasible. Enter into joint use agreements to maximize the provision of community services, minimize the duplication of services, and facilitate shared financial and operational responsibilities.
- PR-1.6 Multi-agency Collaboration.** Coordinate with the County and other agencies to provide park and recreation facilities and programs where appropriate, including within the Study Area outside of City limits.
- PR-1.7 Recreation Equity.** Support parks and recreation services that consider the diverse needs of citizens of all ages and abilities, including youth, adult, senior, disabled, and under-represented populations.
- PR-1.8 Recreation for Disadvantaged Communities.** Expand outreach efforts to ensure recreational and educational opportunities for economically disadvantaged and under-represented families and individuals.

- PR-1.9 **Youth Engagement.** Continue to provide positive educational and social influences for youth, including at risk youth, and collaborate with other organizations in Eureka to expand the range of positive opportunities.
- PR-1.10 **Public Engagement.** Provide opportunities for citizen input and active participation throughout the planning and development process for parks, recreational programs, and community service programs and activities.
- PR-1.11 **Park Design and Landscaping.** Incorporate energy efficiency and water conservation measures into park design, development, and upgrading.
- PR-1.12 **Sequoia Park Zoo.** Continue to collaborate with the Sequoia Park Zoo Foundation to implement and regularly update the Zoo Master Plan.
- PR-1.13 **Resource Areas.** Where possible, improve public lands and work with private landowners to provide additional accessibility and views within the gulches and greenways system, forests, coastline and Eureka's other distinct visual and natural resource areas.
- PR-1.14 **Park Safety.** Collaborate with the Eureka Police Department and local agencies to ensure safe parks, trails, and public open spaces.
- PR-1.15 **Contaminated Properties.** Encourage the remediation and reuse of contaminated properties for Parks and Recreation purposes. Where appropriate, consider City acquisition of private properties when the City has the ability to attract specific funding for remediation and when such a purchase is in the best interest of the City.

Community Services

Law Enforcement

Goal CS-1

A safe and secure Eureka, and responsive and equitable law enforcement to effectively meet the demands of an increasing population and workforce.

- CS-1.1 **Police Master Plan.** Prepare and routinely maintain a Police Master Plan or Strategic Plan to identify needs, goals, and priorities for police staffing, services, facilities, and funding.
- CS-1.2 **Chief's Advisory Panel.** Establish and maintain an advisory panel of community stakeholders appointed by the City Manager and the Chief of Police to give counsel, support, and recommendations to the Chief for the purpose of improving transparency and fostering strong relationships with the community by promoting fair and humane policing to ensure the safety of citizens and police officers, recommending improvements in budget, policy, procedures and training of police personnel, acting as a sounding board regarding community needs and concerns, and providing feedback on proposed police programs and priorities.

- CS-1.3 **Staffing and Equipment.** Within the City's overall budgetary constraints, strive to maintain a police staffing ratio of 2.8 personnel per 1,000 residents (1.0 non-sworn and 1.8 sworn), and maintain adequate supporting staff, volunteers, technology, and training capabilities, as funding allows.
- CS-1.4 **Response Time.** Strive to maintain an average response time of three (3) minutes for calls for service for critical life-threatening emergencies.
- CS-1.5 **Annual Assessment.** Annually assess police facilities and equipment needs and develop strategies that, at a minimum, maintain the police staff and response time standards.
- CS-1.6 **Funding.** Explore the possibility of adopting and maintaining a funding mechanism for new and existing development projects to assist in funding Eureka Police Department operations and facilities to maintain adequate levels of police protection.
- CS-1.7 **CPTED Principles.** Promote the implementation of strategies, such as Crime Prevention Through Environmental Design (CPTED) principles, in new development projects and public improvements to minimize criminal activity and anti-social behavior.
- CS-1.8 **Development Review.** Include Eureka Police Department in the development review process (when appropriate) to ensure that projects adequately address crime and safety.
- CS-1.9 **Supporting Crime Prevention.** Continue to support creative approaches to crime prevention and problem solving and use tools such as the Eureka Police Department's Community Oriented Policing and Problem Solving division, the EPD and County of Humboldt Mobile Intervention and Services Team (MIST), diversion programs or other strategies, by working with the community and local organizations.
- CS-1.10 **Crime in Neighborhoods.** Continue to work with the community to establish neighborhood watch programs, encourage public safety and other improvements by property owners, and utilize other community diversion programs to reduce crime and blight.
- CS-1.11 **Mutual Aid.** Coordinate efforts with appropriate law enforcement agencies to promote regional cooperation and provide mutual aid during emergency situations.
- CS-1.12 **Graffiti.** Continue to remove graffiti that is in public view and continue to develop and implement programs that prevent graffiti.

Fire Protection

Goal CS-2

Protection of Eureka residents, visitors, property, and natural resources from injury and loss of life from fire hazards.

- CS-2.1 **Fire Master Plan.** Work with Humboldt Bay Fire to prepare and routinely maintain a Fire Master Plan or Strategic Plan to resolve needs, goals, and priorities for fire staffing, services, facilities, and funding.
- CS-2.2 **Facility Standards.** Ensure that water main size, water flow, fire hydrant spacing, and other fire facilities meet City standards.
- CS-2.3 **ISO Rating.** Work with Humboldt Bay Fire to strive to maintain an Insurance Service Organization (ISO) rating of 3, which accounts for fire suppression, prevention, water distribution, and dispatch call handling capabilities.
- CS-2.4 **Response Time.** Work with Humboldt Bay Fire to strive to maintain an average response time of three (3) minutes for all service calls, including emergency medical service (EMS) calls.
- CS-2.5 **Funding Strategy.** Explore the possibility of adopting and maintaining a fire-related development impact fee or an alternate funding mechanism for new and existing development projects to assist in funding Humboldt Bay Fire operations and facilities and to maintain adequate levels of fire protection.
- CS-2.6 **Code Enforcement.** Enforce and require compliance with all relevant codes and ordinances for existing buildings and new construction to reduce the risk of fire hazards. Require installation and continued use of automatic fire detection, control, early warning, and suppression systems as required by applicable code.
- CS-2.7 **Development Review.** Include Humboldt Bay Fire in the development review process (when appropriate) to ensure that projects adequately address fire hazards.
- CS-2.8 **Weed Abatement.** Continue to enforce the City's weed/hazard abatement program, while enforcing other relevant codes and ordinances designed to reduce fire hazards on private property, and continue to remove excessive/overgrown vegetation from City-owned properties.
- CS-2.90 **Urban/Wildland Interface.** Design and construct new development proposed within or adjacent to fire hazard zones, such as the gulches and greenways, to minimize exposure to fire hazards and facilitate fire suppression efforts in the event of a wildfire.
- CS-2.10 **Wildland Fire Education.** Educate the public about wildland fire prevention techniques that include site design, landscaping, and defensible space vegetation management practices to minimize potential wildland fire hazards.
- CS-2.11 **Mutual Aid.** Coordinate efforts with appropriate fire protection agencies to promote regional cooperation and provide mutual aid during emergency situations.

Schools

Goal CS-3

Excellent educational opportunities and facilities throughout Eureka.

- CS-3.1 Quality Education.** Continue to support local school districts, charter schools, private schools, and higher education institutions in providing quality education and equitably distributed facilities.
- CS-3.2 Joint Use.** Coordinate with local school districts, charter schools, private schools, and higher education institutions to encourage joint use agreements to collocate schools with parks and other facilities. These agreements should aim to maximize the provision of community services, minimize the duplication of services, and facilitate shared financial and operational responsibilities.
- CS-3.3 Facility Needs.** Cooperate with local school districts in monitoring housing, population, and school enrollment and capacity trends, planning for existing and future school facility needs, and assisting in identifying and acquiring appropriate sites for new schools, if necessary.
- CS-3.4 Accessible School Sites.** Plan and approve residential uses in areas that are most accessible to school sites in order to enhance neighborhoods and reduce automobile trips.
- CS-3.5 New Residential Development.** Ensure that new residential development, to the extent permissible under State law, fully mitigates its impact on school facilities through the payment of fees or other negotiated methods, as agreed between the developer and affected school district.
- CS-3.6 Funding Sources.** Cooperate with school districts in identifying and pursuing funding sources to rehabilitate, improve, and expand existing schools.
- CS-3.7 School Site Reuse.** Encourage reuse of former schools, and consider reopening schools when warranted by student generation.
- CS-3.8 Safe Routes to Schools.** Continue to coordinate with local school districts, Humboldt County, and the Humboldt County Association of Governments to install infrastructure improvements and traffic calming measures, as well as pursue funding, to ensure safe pedestrian and student travel to and from schools.
- CS-3.9 Vulnerable Youth:** Encourage school districts to develop and provide programs to support vulnerable (at-risk) youth.
- CS-3.10 Higher Education.** Continue to support the development and expansion of higher education and vocational education facilities in the City and in the region.
- CS-3.11 Linkage to Higher Education.** Support existing higher education institutions such as Humboldt State University and College of the Redwoods, to strengthen their links with local K-12 school districts to facilitate the transfer of students into these institutions.

Libraries

Goal CS-4

Library facilities that continually provide cultural and academic enrichment for the community.

- CS-4.1 Adequate Services, Facilities, and Programs.** Continue to support Humboldt County Public Library in its efforts to modernize and provide adequate and equitably distributed library services, facilities, and programs that meet the needs of all residents.
- CS-4.2 Accessibility.** Continue to coordinate with Humboldt County Public Library to ensure accessibility of all library facilities for pedestrians, bicyclists, transit riders, and users of other modes of transportation.
- CS-4.3 Multi-Functional Uses.** Support the use of libraries as multi-functional facilities, acting as gathering places, cultural centers, and venues for community events and programs throughout the City.

3.4 OUR INFRASTRUCTURE

Mobility ▪ Utilities

Mobility

Complete Streets

Goal M-1

A model City for multi-modal transportation.

- M-1.1 Complete Streets.** Design and construct both new and reconstructed streets with adequate rights-of way and facilities to support the full range of locally available travel modes, compliant with the City of Eureka Design/Complete Streets Design Guide and the California Complete Streets Act (AB 1358). Consider a layered transportation network approach that distributes a range of facility types across neighborhoods and districts.
- M-1.2 Investment in Alternative Modes.** Emphasize investment in alternative travel modes to provide a realistic and cost-effective balance between modes.
- M-1.3 Multimodal Options.** Establish an interconnected transportation network that offers safe and convenient mobility options including adequate streets, transit services, pedestrian walkways, bike routes, commercial rail connections, aviation services, and trucking and shipping.
- M-1.4 Public Outreach.** Use public outreach to educate and encourage alternative modes of travel and inform the community about the benefits of participation in new programs, approaches and strategies that support Mobility Element goals and policies.
- M-1.5 Range of Users.** Ensure that the transportation network meets the needs of a variety of users by eliminating barriers, where feasible, to allow access by people of all abilities. Implement the Americans with Disabilities Act when designing, constructing, or improving transportation facilities.
- M-1.6 Dense Development.** Integrate transportation and land use decisions to enhance opportunities for development that is compact, walkable and transit friendly.

- M-1.7 Consider all Users of Transportation System.** Consider applying a multimodal level of service standard in order to ensure that projects do not result in degraded facilities/services for transit, bicyclists, and pedestrians.
- M-1.8 Slowing Traffic.** Employ a range of measures to reduce speeds and “calm” traffic in various commercial districts, in front of schools, and in residential neighborhoods. Measures may include education as well as the installation of physical infrastructure, such as street trees, speed bumps, speed humps, narrowing streets, mid-block crossings, and bulb-outs, in appropriate circumstances, while ensuring that the techniques employed have the effect of slowing through-traffic without compromising safety, emergency access, or reasonable flows.
- M-1.9 Aesthetic Design.** Improve the appearance of existing transportation rights-of-way and incorporate high standards of aesthetic design when designing and constructing new transportation facilities, including streets, street trees, bikeways, walkways, and other related rights-of-way.
- M-1.10 Shared Transportation.** Develop guidelines and incentives to direct how transportation sharing (e.g., bikeshare, carshare, rideshare, e-scooters, bike rentals) would be accommodated in the City, including where docking would be required, what amount and type of parking (e.g., automobile spaces, bike parking, docking stations) would be required, passenger loading zones, and other considerations.

Streets and Highways

Goal M-2

Safe and efficient movement of people and goods with sufficient access to new development.

- M-2.1 Street Classifications.** Expand and maintain the street and highway system according to the most current version of the Caltrans Road System Maps. Classifications as of 2016.
- M-2.2 Traffic Management.** Address traffic operations, including congestion, intersection delays, and travel speeds, while balancing neighborhood livability and safety concerns.
- M-2.3 Level of Service Standard.** Strive to manage streets and highways to maintain Level of Service (LOS) C operation on all roadway segments and signalized intersections, except for along any portion of US 101, where LOS D is acceptable. For evaluation purposes, determine service levels using methodologies and thresholds as set forth in the most up-to-date version of the *Highway Capacity Manual*, Institute of Transportation Engineers. For purposes of evaluating development proposals, impacts of a project are less than significant if an intersection is operating at LOS E or F without project-generated traffic added, and the project does not cause operation to fall from LOS E to LOS F and average delay for the intersection as a whole increases by no more than 5 seconds. Where LOS for multiple modes including vehicles, bikes, pedestrian and transit conflict, the project will be taken to the City’s Transportation Safety Commission for recommendation to staff.

- M-2.4 Vehicle Miles Traveled.** Consider the applicability of using transportation performance metrics such as Vehicle Miles Traveled (VMT) and associated thresholds for measuring transportation system impacts consistent with the California Environmental Quality Act (CEQA) guideline and State law, as well as for making General Plan consistency determinations and developing transportation financing programs.
- M-2.5 Design Standards.** Unless otherwise approved by the Transportation and Safety Commission (or equivalent body), require that all new and improved streets in Eureka be designed, developed, and maintained in accordance with the roadway cross-sections standards shown in the City of Eureka Design/Complete Streets Design Guide.
- M-2.6 Funding for Infrastructure Improvements.** Identify, develop, and prioritize transportation projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved street and highway facilities.
- M-2.7 Traffic Studies for Development Projects.** At the discretion of the City Engineer or when a project is expected to generate 50 or more peak hour trips or that could result in any vehicle trip increase in an area already operating below the established standards, require the preparation of site-specific traffic studies. Any project that is anticipated to generate significant traffic impacts will be required to mitigate such impacts.
- M-2.8 Traffic Impact Fee.** Coordinate with Humboldt County Public Works to determine the feasibility, impacts, and benefits of establishing a Traffic Impact Fee that requires all new development to pay its fair share contribution of the cost of any local or regional transportation improvements.
- M-2.9 Multi-modal Access.** Promote the provision of multi-modal access to activity centers such as commercial and employment uses, Downtown, Old Town, schools, and parks.
- M-2.10 Congestion Relief.** Continue to work with the Humboldt County Association of Governments (HCAOG), Caltrans, and Humboldt County on options for long-term solutions to reduce congestion on U.S. 101, thereby reducing diversion of traffic through residential neighborhoods, and improving access in and out of Humboldt County.
- M-2.11 Street Maintenance.** Provide street maintenance to maintain high quality roads.
- M-2.12 Pavement Maintenance.** Continue to seek funding to provide street maintenance to sustain or obtain high Pavement Condition Index (PCI) levels.
- M-2.13 New Roads in Gulches.** Require that streets developed in steep gulch areas result in as little disruption of the natural topography as feasible. Do not allow new roads to be constructed in such areas unless there is no feasible, less environmentally damaging alternative and the impacts can be adequately mitigated.
- M-2.14 Street Trees.** Continue to work with local service and volunteer organizations, and property owners to plant, maintain, and expand the street tree plan for public streets.

Pedestrians and Bicyclists

Goal M-3

A system of walkways, bikeways and bicycle parking facilities which will safely and effectively serve those wishing to walk and bicycle for commute, basic services, or recreational trips.

- M-3.1 Bicycle and Pedestrian Master Plan.** Develop, maintain and implement a Bicycle and Pedestrian Master Plan to set forth the long-range plans to provide a complete system of walking and bicycling facilities, building on the existing plan. Review and, if necessary, update the plan every five years at a minimum.
- M-3.2 Extend Facilities.** Provide for the extension of sidewalks, trails, and walking/bicycling facilities throughout the City to allow for convenient and safe pedestrian and cyclist movement and to promote walking and bicycling as viable modes of transportation for all types of trips.
- M-3.3 Continuous Networks.** Provide continuous pedestrian and bicycle systems that link neighborhoods, parks, schools, commercial centers, major employers, and other frequently-visited destinations and expand access to the gulches and greenways consistent with the City's Bicycle Plan and street design guidelines.
- M-3.4 Regional Connectivity.** Provide a bicycle system that is interconnected with the regional bikeway system.
- M-3.5 Street Design.** Consider the needs of pedestrians and bicyclists in the design of all new or reconstructed streets, with improvements to be provided consistent with the street design guidelines.
- M-3.6 Maintain Bikeways.** Maintain designated bikeways and other local streets and bicycle parking facilities in a condition favorable to use by bicyclists.
- M-3.7 Bicycle Signage Infrastructure.** Install wayfinding signage, markers, and stencils on off-street paths, on-street bikeways, local roads, and State Routes to improve way-finding for bicyclists, assist emergency personnel, and heighten motorist awareness.
- M-3.8 Bike Parking.** Prioritize the installation of secure bicycle parking and other supporting facilities in areas generating substantial bicycle traffic and at major public facilities. Install, and encourage the installation by other entities of, bike parking throughout the city.
- M-3.9 Facilities at New Developments.** Where applicable, require new development to provide bicycle access to and through projects, as well as properly and securely installed bicycle parking and/or storage, and to construct, dedicate and/or pay its equitable share contribution to the citywide system.
- M-3.10 Enhanced Crossings.** Evaluate need for enhanced crossing treatments, new signals or modified signal operations to promote safety for pedestrians and bicyclists. Coordinate with Caltrans to effect change along the U.S. 101 corridor.

M-3.11 Safe Routes to School. Coordinate with local school districts to plan for safe routes to schools and to access funding opportunities to ensure that safe routes to schools are available to all students.

M-3.12 Infill Sidewalk Gaps. Create a plan to infill sidewalk gaps.

Transit

Goal M-4

Coordinated transit service within Eureka and surrounding areas as an alternative to automobiles.

M-4.1 Transit Services. Work with local and regional transit providers to maintain and expand services within the City that meet the needs of residents, and are accessible, timely, and responsive to growth patterns, and design routes with transit stops linking to trails and recreation areas.

M-4.2 Accessible Transit Services. Support efforts to increase accessible transit services and facilities for the elderly, economically disadvantaged, disabled, school aged children, college students, and other transit-dependent persons.

M-4.3 Intermodal Transportation Center. Work with Humboldt Transit Authority to explore the development of an intermodal transportation center that would provide a central focal point for all transportation modes serving Humboldt County, including buses, cabs and limousines, rideshare, railroad passenger service, bay excursion services, horse-drawn carriages, and possibly cruise ships, trolleys, and carshare.

M-4.4 Developer Improvements. Require new development to dedicate easements for and provide sheltered public stops for transit patron access where consistent with transit agency plans, and/or pay its equitable share contribution to the Citywide transit system.

M-4.5 Transit Use. Work with Core Area employers, workers, residents, and visitors to encourage public transit use, thereby reducing traffic congestion and parking demand in the Core Area.

M-4.6 Bus Stops. Design new bus stops and improve existing bus stops with appropriate amenities and features to increase rider comfort and feelings of safety and encourage walking and bicycling, including shelters, benches, lighting, shade trees, signs, information kiosks, waste receptacles, paved surfaces, and secure bicycle parking. Where appropriate, add either bus stop lanes or bus turnouts.

M-4.7 Bus Stop Maintenance. Consistently maintain and clean bus stops, including vandalism repair and graffiti removal.

M-4.8 Safe Routes to Transit. Implement and maintain a safe routes program that prioritizes pedestrian and bicycle access to transit stops and stations.

City-wide Circulation, Parking Supply and Management

Goal M-5

A circulation and parking system that serves the diverse needs of the City.

- M-5.1 City-wide Parking Management.** Conduct analysis to better understand the City's non-residential parking needs on a broad scale and then develop a City-wide Parking Management Plan.
- M-5.2 Parking Management Program.** Continue to work with Core Area business and property owners to develop a parking management program, such as a parking permit program, to balance the long and short-term parking needs of residents, employees, business patrons, and tourists. Include a curb zone management program that defines users/uses of curb zone space to include delivery trucks, buses, taxis, ride share companies, bike parking, bike share, and parklets.
- M-5.3 Enhance Safety.** Continue to enhance and maintain parking lot safety as necessary through improved lighting in lots and accessways and increased visibility of parking areas through removing/pruning high shrubs and overgrown landscaping, relocating dumpsters, and removing other obstacles to visibility and surveillance of lots.
- M-5.4 Parking Lot Location.** Discourage placement of parking lots along major commercial, high pedestrian-use street frontages, and corners in the interest of maintaining continuous building frontages along the primary commercial streets and improving walkability in the Core Area.
- M-5.5 Alternative Fuel Vehicle Parking.** Support parking for Electric Vehicles (EVs), carpools, and hybrids, including the development of local charging stations in both public and private parking lots and large commercial parking lots.
- M-5.6 Self-driving vehicle strategies.** Begin planning for integration of self-driving vehicles into the City's planning strategies, including reduction of parking lot and space requirements, impacts on public transportation, and revenue reductions from parking fines and fees.
- M-5.7 Paid Parking.** Explore removing free parking in the Core Area and evaluating how paid parking may be used to promote a shift to non-single occupancy vehicle travel.
- M-5.8: Unbundling Parking Costs.** Support the separation of parking costs for multi-family residential developments such that parking for residents or building occupants is available for an additional price thereby reducing existing parking requirements and promoting other modes of travel.

Goods Movement

Goal M-6

Transportation facilities that ensure goods can be moved to and from industrial and commercial sites in Eureka in a safe and efficient manner while ensuring that heavy trucks remain on freeways and major arterial streets except when accessing sites within the city.

- M-6.1 Delivery Schedules.** Encourage business owners to schedule deliveries during off-peak traffic periods in residential, commercial, or mixed-use areas.
- M-6.2 Air Service.** Work with the County of Humboldt to plan for a full range of aviation services and promote airline services that meet the present and future needs of residents and the business community, while mitigating impacts to residents and businesses.
- M-6.3 Truck Route.** Continue to study the feasibility and necessity of a truck route.

Water Transportation

Goal M-7

Water transportation facilities that serve the needs of commercial fishing and recreational boating operations, short sea shipping, and a maritime highway.

- M-7.1 Fishing Facilities.** Protect and, where feasible, upgrade facilities serving and supporting the commercial fishing and recreational boating industries. Participate in the design and construction of new or improved facilities to support commercial fishing and recreational boating and seek funding sources to maintain and enhance existing facilities. Such facilities should not be reduced unless the demand for the facilities no longer exists or adequate substitute space has been provided. Proposed recreational boating facilities shall, to the maximum extent feasible, be designed and located so as not to interfere with the needs of the commercial fishing industry.
- M-7.2 Berthing Facilities.** Limit new or expanded berthing facilities to sites at the Woodley Island Marina, the Eureka Small Boat Basin, or the Eureka Channel Inner Reach. When practical, provide facilities supporting party- or charter-fishing boat operations at these sites to meet demand for them.
- M-7.3 Shipping.** Promote Eureka as a port City including options such as short sea shipping.

Utilities

Water Supply and Delivery

Goal U-1

Availability of an adequate, safe, and sustainable water supply and maintenance of an efficient water system for all residents and visitors.

- U-1.1 Water Access and Distribution.** Continue to provide high quality water through a cost-effective distribution system, satisfying both normal and emergency water demands, for all segments of the community.
- U-1.2 Adopted Plans.** Regularly review and update the City's Urban Water Management Plan, along with capital improvement plans, to ensure adequate provision of water supply, infrastructure, maintenance, rehabilitation, funding and conservation strategies.
- U-1.3 New Development.** Require new development to demonstrate the availability of a long-term, reliable water supply (either an existing supply or provision of a new water source) and adequate infrastructure, in accordance with City standards, and to connect to the City's water system. New development in Natural Resource and Agricultural lands may not be required to connect to the City's water system if the requisite infrastructure is not reasonably available. Require new development to be responsible for constructing, dedicating, and/or paying its fair-share contribution for any water system upgrades necessary to serve the development.
- U-1.4 Groundwater.** Continue to monitor and protect the quality and quantity of groundwater.
- U-1.5 Green Infrastructure.** Continue to encourage the use of green infrastructure that promotes efficient water use and reduced water demand by requiring water-conserving design and equipment in new construction and encouraging the retrofitting of existing development with water-conserving devices.
- U-1.6 Water Conservation Programs.** Collaborate with federal, State, and local water agencies and providers to create and enhance long-term water conservation programs as necessary to address drought conditions affecting the Mad River watershed.

Wastewater Collection, Treatment and Disposal

Goal U-2

Sustainable and adequate wastewater collection, treatment, and disposal for existing and future development.

- U-2.1 Adequate Infrastructure.** Continue efforts to maintain and improve the City's wastewater collection and treatment system capacity for all segments of the community to satisfy dry and wet weather conditions while also detecting and correcting infiltration/inflow (I/I) issues, in accordance with applicable discharge standards. Continue to explore the feasibility of relocation of the wastewater outfall.
- U-2.2 Sewer System Management Plan.** Regularly review and update the City's Sewer System Management Plan and other wastewater planning tools and capital improvement plans to ensure adequate wastewater collection, treatment, infrastructure, maintenance, rehabilitation, and funding.
- U-2.3 New Development.** Require new development to demonstrate the availability of sufficient wastewater facilities, in accordance with City plans and standards, and to connect to the City's wastewater treatment system. New development in Natural Resource and Agricultural lands may not be required to connect to the City's wastewater system if the requisite infrastructure is not reasonably available. Require new development to be responsible for constructing, dedicating, and/or paying its fair-share contribution for any wastewater treatment and collection system upgrades necessary to serve the demands generated by the development.
- U-2.4 Commercial and Industrial Waste Pretreatment.** Continue to require pretreatment of commercial and industrial wastes prior to their entering the city collection and treatment system, consistent with applicable discharge requirements.
- U-2.5 On-Site Sewage Treatment.** Except in Natural Resource and Agricultural lands, continue to prohibit the development of new on-site sewage treatment and disposal systems within the City limits, but encourage the development of on-site pre-treatment systems, especially for industrial facilities.
- U-2.6 Extension of Sewer Services.** Prohibit extension of sewer service outside of the City limits or sphere of influence, except in limited circumstances to resolve a public health hazard resulting from existing development, or where there is a substantial overriding public benefit.
- U-2.7 Best Management Practices.** Identify and implement, where feasible, best practices and technologies for wastewater collection and treatment, including strategies that reduce wastewater demand, maintain maximum energy efficiency, and reduce costs and greenhouse gas emissions.

Stormwater Drainage

Goal U-3

A comprehensive stormwater collection and conveyance system that reduces or prevents flooding, and protects public safety and the environment.

- U-3.1 Adequate Infrastructure. As funding allows,** continue efforts to maintain and improve the City's storm drainage system throughout Eureka to adequately accommodate stormwater runoff and prevent flooding.

- U-3.2 Storm Drain Master Plan.** Regularly review and update the City's Storm Drain Master Plan and capital improvement plans to ensure adequate capacity, infrastructure, treatment, maintenance, and, as available, funding.
- U-3.3 Funding.** Consider establishing a funding mechanism for storm drainage improvements, including replacement, repair, or relocation of storm drain facilities.
- U-3.4 Natural Drainage.** Encourage and maintain the use of natural stormwater drainage systems in a manner that preserves and enhances natural features such as the sloughs, greenways and gulches, and along the rivers and creeks, while also allowing for maximum water reclamation and reuse.
- U-3.5 Manmade Drainage. Allow** manmade drainage systems to be dredged, cleared, and maintained to preserve the drainage capacity for which they were designed, even those classified as wetlands, consistent with State and federal regulations.
- U-3.6 Recreation Opportunities.** Continue to consider recreational opportunities and aesthetics in the design of stormwater/retention and conveyance facilities.
- U-3.7 Stormwater Flows along the Waterfront.** Continue to use best available information to identify any necessary improvements to drainage or water control structures to effectively manage stormwater flows and quality in Old Town and along the waterfront.
- U-3.8 New Development.** Require new development to prepare drainage studies and to retain and infiltrate stormwater runoff in compliance with City and regional regulations, plans and standards. Ensure that new development constructs, dedicates and/or pays its fair share contribution to the storm drainage system necessary to serve the demands created by the development.
- U-3.9 Low Impact Development.** Encourage and incentivize opportunities to incorporate Low Impact Development in both new construction and remodeling/renovation of existing structures and sites.
- U-3.10 Land Allocation and Mitigation for New Project Runoff.** Require new projects to allocate land as necessary for the purpose of detaining post-project flows and consider establishing a mitigation fund to fund off site stormwater detention areas.
- U-3.11 Stormwater Quality.** Require new development and redevelopment to minimize stormwater runoff and pollutants entering drainage facilities and drainage courses by incorporating Low Impact Development (LID) measures and appropriate Best Management Practices (BMPs) consistent with the City's NPDES permit and the North Coast Regional Quality Control Board regulations.
- U-3.12 Minimize Drainage Through Design.** Encourage new project designs that minimize impervious surfaces and maintain, to the extent feasible, natural site drainage conditions, while also employing techniques aimed at retaining and reusing runoff and other water used onsite.
- U-3.13 Runoff Damage Management.** Cooperate with Humboldt County, affected landowners, and other stakeholders to minimize potential damage and economic loss arising from stormwater runoff, consistent with other policies of this General Plan.

Solid Waste Collection and Disposal

Goal U-4

Safe and efficient disposal or recycling of solid waste generated in Eureka.

- U-4.1 Adequate Services.** Continue to support solid waste facility operators and service providers in local solid waste collection, disposal, and recycling efforts.
- U-4.2 Illegal Dumping.** Continue to work towards eliminating illegal dumping.
- U-4.3 Increase Waste Diversion.** Promote maximum use of solid waste source reduction, recycling, composting, and environmentally-safe transformation of wastes, maximizing solid waste diversion opportunities.
- U-4.4 Composting Programs.** Support programs and facilities that divert residential, commercial, and industrial food, vegetation, and other organic waste from the landfill and continue to work with regional composting facilities to continue and increase composting services for residents and businesses.
- U-4.5 Solid Waste Management per State Mandated Diversion Goals.** Continue to partner with Humboldt Waste Management Authority and City-designated franchise hauler to further plan for and document compliance with State-mandated source reduction, diversion, and recycling requirements.
- U-4.6 Recycling for Residential Uses.** Continue to encourage residential uses to increase the solid waste diversion from landfills through participation in recycling programs and organic waste diversion, consistent with State-mandated diversion goals and the City's goals to reduce greenhouse gas emissions.
- U-4.7 Recycling for Commercial and Industrial Uses.** Continue to encourage the development of regional and community-based recycling facilities in heavy industrial areas while also establishing more waste reduction requirements for commercial and industrial uses.
- U-4.8 Reduced Materials Consumption.** Conserve natural resources through reduced materials consumption and regularly update the City's Zero Waste Action Plan.
- U-4.9 Waste Education.** Collaborate with Humboldt Waste Management Authority and City-designated franchise hauler to inform residents and businesses about methods to increase recycling and waste diversion, namely composting and organics diversion.

Energy

Goal U-5

Increased renewable energy provision and overall energy efficiency and conservation throughout the City.

- U-5.1 Energy Conservation.** Promote energy conservation, and development of alternative, nonpolluting, renewable energy sources for community power in both the public and private sectors.
- U-5.2 Energy Conserving Land Use Practices.** Implement energy conserving land use practices that include compact and mixed use development, provision of bikeways and pedestrian paths, and the incorporation and enhancement of transit routes and facilities.
- U-5.3 Design Process.** Engage with property owners and developers early in the design process to incorporate energy saving strategies into appropriate projects.
- U-5.4 Building Orientations.** Encourage building orientations and landscape designs that promote the use of natural lighting, take advantage of passive summer cooling and winter solar access, and incorporate other techniques to reduce energy demands.
- U-5.5 Renewable Energy.** Encourage new development to install renewable energy systems and facilities (e.g., solar and wind energies) consistent with the City's greenhouse gas emission reduction goals.
- U-5.6 Community Energy Efficiency.** Identify and promote programs, funding opportunities, and rebates from utility providers to increase energy conservation in existing buildings and require new buildings to implement additional energy efficient measures that are consistent with the City's greenhouse gas emission reduction goals.
- U-5.7 Community Aggregation.** Encourage property owners and residents to participate in Community Choice Aggregation programs to allow lower electric rates and local control of energy sources.
- U-5.8 City Energy Efficiency.** Promote energy conservation for all City-owned facilities, vehicles, and equipment, and implement additional energy efficient measures that are consistent with the City's goal of reducing greenhouse gas emissions.
- U-5.9 Green Buildings and Businesses.** Explore providing incentives for development that generates renewable energy and uses sustainable and energy-efficient technologies that result in minimized carbon footprints.
- U-5.10 Underground Utilities.** Continue promoting the undergrounding of overhead utility lines whenever feasible, particularly in recreational facilities, the Core Area, and new residential development, working closely with electricity and telecommunication providers. Identify new Underground Utility Districts, evaluate the feasibility of undergrounding utilities during street and road construction projects, and require the undergrounding of overhead utility lines in Underground Utility Districts.
- U-5.11 Energy Education and Outreach.** Encourage a public understanding of the importance of renewable energy and energy efficiency through partnerships with energy-related organizations.

Telecommunications

Goal U-6

Safe, efficient, and accessible communication systems that help catalyze economic development, government services, and an informed citizenry.

- U-6.1 Access.** Coordinate with local internet, cellular, and other telecommunications service providers to ensure access to and availability of a wide range of high quality telecommunication systems and services, including internet redundancy within the City and County.
- U-6.2 Service Equity.** Work with local telecommunications service providers to retrofit areas currently lacking telecommunication technologies and pursue strategic long-range planning of facilities for new development.
- U-6.3 New Development.** Establish requirements for the installation of high quality telecommunications technologies in new planned office, commercial, industrial, and residential developments.
- U-6.4 Co-location.** Require co-location of telecommunication facilities in a manner that maximizes compatibility and minimizes visual impacts on surrounding uses.

3.5 OUR WELL-BEING

Health and Safety ▪ Noise

Health and Safety

Seismic and Geological Hazards

Goal HS-1

Protection of property, critical facilities, and human life from seismic and geological hazards.

- HS-1.1 Appropriate Siting and Design.** Ensure all new structures intended for human occupancy including new development and redevelopment of existing uses are sited and designed consistent with limitations imposed by seismic and geological hazards, constructed to minimize seismic risk, and constructed in compliance with the safety standards included in the Uniform Building Code.
- HS-1.2 Shoreline Protection.** Ensure that development on or near the shoreline of Elk River, Humboldt Bay, and Eureka Slough does not create, contribute significantly to, or is subject to, high risk of damage from shoreline erosion or geologic instability over the life span of the development.
- HS-1.3 Retrofit Program.** Encourage property owners to seismically retrofit buildings that do not meet current building and safety code requirements, especially critical facilities (e.g., fire stations, police stations, and hospitals) susceptible to damage during seismic events. When funding allows, develop assistance programs.
- HS-1.4 Unreinforced Masonry Buildings.** Ensure that all unreinforced masonry buildings that are used for public purposes are retrofitted to be earthquake safe; and if retrofit is not feasible, require a notice for patrons be provided indicating the building is constructed of unreinforced masonry.
- HS-1.5 Historic Buildings.** Consider giving special structural consideration and flexibility to officially identified structures of historic and architectural significance when performing seismic retrofitting.
- HS-1.6 Water and Wastewater Provisions.** Identify provisions for water supply and delivery, and wastewater treatment and disposal, in cases where services are interrupted as a result of damage caused by seismic activity.
- HS-1.7 Paleontological Resource Protection.** Protect paleontological resources by ensuring compliance with standard protocols during construction activities and accidental discovery of a resource.

Flooding

Goal HS-2

Reduced risk of loss of life, injury, damage to property and economic and social dislocations resulting from flood hazards.

- HS-2.1 Development within 100-Year Floodplain.** Require the construction of new residential uses, critical facilities, and large gathering places within the 100-year floodplain to be consistent with State and local regulations unless the structure and subsequent road access is elevated above the base flood elevation.
- HS-2.2 Flood Protection Structures.** Maintain and enlarge existing flood protection structures to protect development and sensitive habitat or species from flood hazards.
- HS-2.3 Floodplain Capacity.** Continue to preserve stream and river corridors to maintain existing floodplain capacity.
- HS-2.4 Flood Data and Information.** Utilize the most recent flood hazard data from local, regional, State, and federal sources when updating floodplain mapping and plans pertaining to land use and emergency response to facilitate informed investment and land use decisions.
- HS-2.5 Climate Change.** Monitor, assess, and adapt to changes in stream, river and coastal flooding characteristics that may occur due to a global climate change induced rise in sea level.
- HS-2.6 National Flood Insurance Program.** Continue to be a participating member of the National Flood Insurance Program and the Community Rating System.
- HS-2.7 Integrated Water Management.** Continue to cooperate in the implementation of regional flood management facility improvements that will promote regional self-reliance and sustainability, and will contribute to the development and implementation of an integrated water management plan, in collaboration with surrounding jurisdictions and Humboldt County.

Hazardous Materials and Toxic Contamination

Goal HS-3

Safe production, use, storage, transport, treatment, and disposal of hazardous materials and hazardous waste.

- HS-3.1 Regulatory Compliance.** Ensure that the use and disposal of hazardous materials in Eureka complies with local, State, and federal safety standards.

- HS-3.2 **Site Identification.** Participate in efforts to identify former and current sites involving hazardous materials storage and disposal to reduce the risk of exposure.
- HS-3.3 **Remediation.** Continue to work with property owners affected by toxic contamination to identify cost-effective approaches to remediation of contaminated soils and develop unified strategies to address the cleanup of large areas (e.g., the Westside Industrial Area).
- HS-3.4 **Known Areas of Contamination.** Require the development of projects near or within known hazardous waste disposal or handling facilities, or known areas of contamination to perform comprehensive soil and groundwater contamination assessments. If contamination exceeds regulatory levels, require remediation procedures consistent with county, regional, State, and federal regulations prior to any site disturbance or development.
- HS-3.5 **Buffering.** Require new industries that store and process hazardous materials to provide an adequate buffer, as determined by the City, between the installation and the property boundaries sufficient to protect public safety.
- HS-3.6 **Disclosure.** Require applications for discretionary development projects that will generate hazardous wastes or utilize hazardous materials to include detailed information on hazardous waste reduction, recycling, and storage, consistent with local, regional, and State regulations.
- HS-3.7 **Best Management Practices.** Encourage industries, businesses, and residents to incorporate best management practices and technologies to minimize the hazardous material use and hazardous waste generation.
- HS-3.8 **Disposal.** Collaborate with Humboldt Waste Management Authority, other local agencies, businesses, and residents to encourage household hazardous waste and E-waste disposal at special events and the Eureka Recycling Center.
- HS-3.9 **Public Education.** Promote education efforts regarding the proper use, storage, and disposal of hazardous materials.
- HS-3.10 **Financial Support.** Continue to provide financial assistance for the Humboldt/Del Norte Hazardous Material Response Team (HMRT), as a member agency of the Humboldt/Del Norte Hazardous Materials Response Authority, to ensure adequate countywide response capability to hazardous materials emergencies.
- HS-3.11 **Safe Homes.** Promote and improve the quality of residential properties by ensuring compliance with housing and property maintenance standards including the use and removal of hazardous materials such as lead based paint, and asbestos.

Emergency Response

Goal HS-4

Adequate community response to effectively prepare for, respond to, recover from, and mitigate the effects of natural or technological disasters and emergencies.

- HS-4.1 **Emergency Services Planning.** Regularly review and update all documents which relate to emergency services planning within Eureka and adjacent areas.
- HS-4.2 **Emergency and Disaster Preparedness.** Continue to cooperate with Humboldt County and other relevant agencies in conducting disaster-preparedness exercises, and developing and operating a coordinated response program for major emergencies or disasters.
- HS-4.3 **Humboldt Operational Area Hazard Mitigation Plan.** Continue to participate in, and ensure that new development and infrastructure are consistent with, the Humboldt Operational Area Hazard Mitigation Plan.
- HS-4.4 **Tsunami Readiness.** Continue to enhance the City's tsunami awareness program, in coordination with Humboldt County and other local agencies, to ensure that Eureka residents and visitors are informed about the threat of tsunami and inundation.
- HS-4.5 **Evacuation Routes.** Continue to work with Humboldt County, and appropriate state and federal agencies, to identify major emergency transportation corridors for use during disasters and emergencies. In particular, the City should ensure safe access routes to communication centers, hospitals, airports, staging areas, and fuel storage sites.
- HS-4.6 **Critical Facilities.** Ensure the continued function of critical facilities such as hospitals, fire stations, police stations, and emergency command centers following a major disaster to facilitate post-disaster recovery. Locate such facilities outside of identified hazard areas.
- HS-4.7 **Emergency Access.** Require adequate road standards, driveway widths, and road clearances around structures consistent with local and State requirements to ensure adequate emergency access.
- HS-4.8 **Emergency Communication.** Ensure government has the ability to communicate with each critical facility and level of government.
- HS-4.9 **Alternative Energy Sources.** Identify alternative sources of energy (i.e., fueled generators, solar, wind) for use in the event energy supplies are interrupted as a result of an emergency.
- HS-4.10 **Wildland Fire Preparedness.** Continue to work with Humboldt County, CALFIRE, the U.S. Forest Service, and other regional cooperators to plan for and mitigate the potential for wildland fire.

Health Care and Homelessness

Goal HS-5

A consistent and well-maintained relationship with the Humboldt County Department of Health and Human Services to advocate that the County efficiently and effectively implement funding and programs dedicated to ensuring that Eureka has healthy communities and adequate human services to combat homelessness.

- HS-5.1 **Health Care Facilities.** Continue to coordinate with public and private health care providers to develop new, and strengthen existing, health care facilities within the City in order to continue providing adequate health care services for Eureka and the surrounding communities of Humboldt Bay.
- HS-5.2 **Education for Healthy Communities.** Promote opportunities for health education and awareness throughout the City, emphasizing the importance of not smoking, regular exercise, walking, nutrition, and regular check-ups as a preventive measure against cardiovascular and other diseases.
- HS-5.3 **Community Gardens.** Encourage and incentivize the development of community gardens throughout the City, including in new subdivisions and low-income or underserved neighborhoods.
- HS-5.4 **Site Location.** Work with Humboldt County and local organizations to identify adequate sites for health and human services facilities within the City to ensure that such facilities are easily accessible and equitably distributed throughout the City in a manner that makes the best use of existing facilities and ensures compatibility with adjoining uses.
- HS-5.5 **Support Services.** Continue to collaborate with public and private agencies to best serve health care needs, including mental health services, for the City's population, including homeless persons.
- HS-5.6 **Housing and Housing Support Services.** Work with Humboldt County and local organizations to develop additional opportunities for the homeless population in the City to secure needed services, and emergency and interim shelter, as well as low cost housing, consistent with the City's Homeless Strategy.
- HS-5.7 **Advocacy for Dispersion of Housing and Homelessness Support Services.** Work with Humboldt County and local organizations to disperse support services for homelessness and housing throughout the County instead of concentrating them in Eureka.

Noise

Noise and Land Use Compatibility

Goal N-1

Economic vitality while limiting residential and business exposure to harmful noise and vibrations.

- N-1.1 **Fishing Industry Uses.** Give priority to and continue to support and allow fishing-related noise along the waterfront.

- N-1.2 Protect Existing Industries.** Protect established agricultural, fishing and industrial uses from incompatible adjacent uses to reduce the potential for noise complaints and allow their routine operations to continue.
- N-1.3 Land Use Compatibility.** Consider the compatibility of new development with the existing noise environment when reviewing discretionary proposals.
- N-1.4 New Noise-Sensitive Development.** Require development of new noise-sensitive land uses (such as hospitals, convalescent homes, schools, churches, and wildlife habitat) that are proposed in areas exposed to existing or projected exterior noise levels as shown in Figure N-2 or interior noise levels exceeding the levels specified in Table N-3 or the performance standards of Table N-4 to mitigate noise impacts.
- N-1.5 New Stationary Noise Sources.** Require new stationary noise sources to mitigate noise impacts on noise-sensitive uses in which exterior level noises exceed the standards in Table N-4.
- N-1.6 Noise Mitigation.** Emphasize site planning and project design for all development requiring noise mitigation measures. Consider noise barriers only following the integration of all other practical design-related noise mitigation measures into the project.
- N-1.7 Frequent, High-Noise Events.** Require development of noise-sensitive uses proposed in areas subject to frequent, high-noise events (such as aircraft overflights, or truck traffic) to adequately evaluate and mitigate the potential for noise-related impacts. Implement mitigation to ensure noise-related annoyance, sleep disruption, speech interference, and other similar effects are minimized using metrics and methodologies appropriate to the effect(s) to be assessed and avoided.
- N-1.8 Acoustical Analysis.** Require an acoustical analysis as part of the environmental review process for development of noise-sensitive land uses proposed in noise contour areas that are above the acceptable noise standard or for new development in noise contours shown in Table N-2 that produce noise above those standards identified in Figure N-1. This analysis shall meet the following requirements:
- a. Be the financial responsibility of the applicant.
 - b. Be prepared by a qualified person experienced in the field of acoustics.
 - c. Include representative noise level measurements with sufficient sampling periods and locations to adequately describe local conditions.
 - d. Estimate projected future (20-year) noise levels in terms of the Standards of Tables N-1 and N-2, and compare those levels to the adopted policies of the Noise Element.
 - e. Recommend appropriate mitigation to achieve compliance with the adopted policies and standards of the Noise Element.
 - f. Estimate interior and exterior noise exposure after the prescribed mitigation measures have been implemented.

- N-1.9 Mixed Use Development.** Require new mixed use developments and other uses that generate high noise levels to locate potentially incompatible noise sources away from the residential portion of the development where feasible and desirable.
- N-1.10 High Noise Generating Uses.** Locate new industrial uses or other high noise generating uses away from noise-sensitive land uses and minimize excessive noise through project design features that include noise control and landscape buffers.
- N-1.11 Roadway Mitigation Measures.** Include noise mitigation measures in the design of any improvements along existing streets and highways. When feasible, measures should consider natural buffers or the use of setbacks between roadways and adjoining noise sensitive uses.
- N-1.12 Airport Noise Compatibility.** Work with airport operators and the Humboldt County Public Works Department to ensure development of sensitive uses occurs outside of the 60 dBA CNEL airport noise contour, and in accordance with adopted airport land use compatibility plans.
- N-1.13 Construction Noise.** Minimize construction-related noise and vibration by limiting construction activities within 500 feet of noise-sensitive uses to between 7:00 a.m. to 7:00 p.m., unless further restricted through permitting.
- N-1.14 Vibration.** Require an assessment of vibration-induced construction activities and development near highways and rail lines, in close proximity to historic buildings and archaeological sites, to ensure no damage occurs.