

Policy Matrix Mapping Gateway Element Policies to General Plan Elements
November 7, 2023

Policy/Element	Element
<p>1a. Maximum and Minimum Residential Density Standards. Except for in designated natural resource and open space areas, permit all land use designations in the Plan Area to allow residential uses. In each of these land use designations, do not establish a maximum residential density standard. Instead, allow residential density to be naturally restricted through other development standards, such as building height and Building Code requirements for minimum unit size. In addition, establish a minimum residential density standard in each of these land use designations, with exceptions established for some use types (such as theaters) and some building types (such as historically significant structures and the adaptive reuse of existing buildings).</p>	Land Use C-C/C-MU
<p>1b. Relationship of Building Height to Open Space. Allow for buildings over four stories using Community Benefits Program but require greater percentages of Open Space to be retained at ratios set in the Form-Based Code to ensure residents of high-density housing retain an excellent quality of life and easy access to high-quality open space.</p>	Land Use C-MU
<p>1c. New Non-residential Uses. Except for in designated natural resource and open space areas, permit all land use designations in the Plan Area to allow mixed uses to complement residential uses. Ensure that all new non-residential mixed-use development supports an active and livable neighborhood, with residential, retail, office, and light-manufacturing uses thoughtfully blended together to create a cohesive neighborhood that feels complete. Allow flexibility in non-residential uses, with targeted limitations on uses that do not encourage street level human activity, livability, or neighborhood identity. Examples of uses that do not encourage human activity include heavy industrial uses, mini-storage, and outdoor automotive sales.</p>	Land Use C-MU
<p>1d. Land Use Targets. Aim to achieve a mix of residential and non-residential uses in each land use subarea that supports the full range of services to Gateway Area residents, workforce, and visitors. Estimated long term targets to balance uses are shown in Table 5.</p>	Land Use C-MU
<p>1e. Incentivize Projects that Provide Designated Community Amenities. Establish ministerial permitting options and streamlined development processes for projects that provide designated community amenities that contribute to quality of life.</p>	Land Use C-C/ C-MU
<p>1f. Incentivize Mixed Use as a Community Amenity. Incentivize mixed-use projects that have a ground-floor non-residential (retail, office, light industrial, or other job-creation component) through the Gateway Area community benefit program where not otherwise required by the form-based code.</p>	Land Use C-MU
<p>1g. Form-based Design Standards. Apply form-based design standards that allow high-density, multi-story buildings while simultaneously requiring a vibrant, community-oriented, street-facing built environment designed to fit a "human-centered" scale.</p>	Design
<p>1h. Relocate Existing Uses that are Incompatible with Plan Vision. Facilitate the relocation of nonconforming uses that are incompatible with the Plan Vision and explore opportunities to reduce conflicts between new and existing users (e.g., noise attenuation). Target uses that conflict with or otherwise detract from the intended character of the Plan Area by being incompatible with human activity, livability, or neighborhood identity/cohesion. Support relocation of existing uses with affordable housing, large workforce, or high sales-tax.</p>	Land Use C-MU
<p>1i. Nonconforming Uses, Site Conditions and Structures. Allow existing nonconforming uses, site conditions, and structures to remain unless specifically targeted for relocation in the Zoning Code. When new development occurs, encourage incompatible non-conforming uses 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 operations or form to become more compatible with the surrounding neighborhood.</p>	Land Use C-MU
<p>2a. Base Standards and Bonus Tier Standards. Utilize the tiered incentives system presented in Table 6, Table 7, and Image 2, where projects that provide higher levels of community benefits are permitted greater intensity.</p>	Land Use
<p>2b. By-Right Approval. Allow development projects participating in the community benefits program with by-right approvals when the project conforms to all applicable standards and design guidance.</p>	Land Use C-C/C-MU
<p>2c. Require Residential Uses for Bonus Tiers. To promote housing production, limit participation in community benefits program to projects that include a minimum standard of residential units.</p>	Land Use C-C/C-MU
<p>2d. Choice of Benefits. Allow applicant to select community benefits from a menu of available options. The Form-Based Code will reflect the community's priorities among and relative value of community benefits. All buildings that exceed four stories must include architectural features amenities.</p>	Design

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2e. Housing Production Emphasis. Ensure that the available community benefits emphasize and support the City’s goal of maximizing housing production in the Gateway Area.	Design
2f. Value of Benefits. Ensure that the additional intensity allowed is appropriately calibrated to the value of the community benefits provided. High-cost benefits should allow for a greater increase in allowed intensity than low-cost benefits.	Design
3a. New Units. Plan for approximately 500 new residential units in the Gateway Area in the next 20 years, recognizing the full buildout potential in the Area is close to 3,500 units, as shown in Table 5.	Delete - Not necessary
3b. No Maximum Residential Density. Regulate building bulk and massing through design and community benefit measures; do not directly limit units per acre. Instead, encourage the maximum of dwelling units feasible within the allowed building envelope and allow other standards (e.g., height, setbacks, minimum units sizes) to collectively establish natural limitations on the number of dwelling units that can be developed.	Land Use C-C/C-MU
3c. Minimum Residential Density. Require that all new development provides at least some minimum quantity of housing units by establishing a minimum residential density (number of units per acre). Projects that do not provide the designated minimum residential density will need a use permit demonstrating they support the Gateway Area City's housing objectives.	Land Use
3d. Range of Unit Sizes. Encourage a range of unit sizes, from micro-units (200 square feet or minimum per building standard) to units with three or more bedrooms.	Delete - Similar Policy in Housing Element
3e. Student Housing. Encourage new low-cost housing for students, including single room occupancy housing, group living accommodations, and micro-units.	Delete - Similar Policy in Housing Element
3f. Multiple Strategies to Promote Affordability. Employ multiple strategies to promote the creation of affordable housing, including rent-restricted units affordable to middle and lower-income households, smaller units that are affordable-by-design, alternative ownership models including limited equity housing cooperatives, student housing, deed-restricted owner-occupied-housing affordable to middle and lower-income households, single room occupancies, and housing for low-income families.	Delete - Similar Policy in Housing Element
3g. Mixed-Tenure. Encourage a mix of both owner-occupied and rental housing.	Land Use
3h. Mixed-Income Neighborhoods. Provide for mixed-income neighborhoods with housing options available for all income groups. Housing in a mixed-income neighborhood should include deed-restricted units affordable to very low-income households, small affordable-by-design units, student housing, moderate income owner-occupied condominiums and townhouses, market-rate rental units, median-priced family-sized dwellings, and penthouse units for high-income households.	Land Use
3i. Owner-Occupied Affordable Housing as a Community Amenity. Encourage new home ownership opportunities affordable to households of all income levels. Include deed-restricted affordable opportunities for low- and moderate-income households. Encourage a range of ownership opportunities including condominiums, townhouses, and other alternative ownership models. Provide strong incentives through community benefits program for owner occupancy.	Design
3j. Incentivize Residential Density as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide residential densities above established minimums.	Design
3k. Incentivize Affordable Housing as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide deed-restricted affordable units -above established inclusionary zoning minimums.	Design
3l. Incentivize Adaptable Design. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide fully accessible or “adaptably designed” units to facilitate the conversion to housing accessible for people with disabilities or general frailty.	Design
3m. Residential Relocation. In addition to relocation support encoded in state law, support the re-housing of existing residents displaced by the redevelopment of properties containing existing residential uses.	Land Use
3n. Racial Equity and Housing Partner Collaborations. Continue to collaborate with community housing partners that work to promote racial equity and anti-discrimination in housing for both ownership and rental opportunities within the Gateway Area.	Land Use
3o. Partnerships with the Wiyot Tribes. Seek partnerships with the Wiyot Tribes to support housing projects	Land Use

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<p>4a. Type of Non-Residential Uses. Allow employment-focused uses (e.g., professional office, Research & Development facilities) as well as resident-serving commercial uses. Encourage tech and other digital careers by incentivizing co-workspaces and business incubators through Community Benefits Program.</p>	Delete - No corresponding community benefit
<p>4b. Incentivize Designated Forms of Retail Spaces and Job Creation Uses as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide designated community-desired forms of retail spaces and job-creating uses, such as outdoor dining, roof-top dining, and job-generating uses compatible with the Plan vision.</p>	Delete - No corresponding community benefit
<p>4c. Amount of Non-Residential Uses. Aim to achieve new non-residential development in the Plan Area in the amounts shown in Table 5 (Land Use Mix).</p>	Delete - Not necessary, Not regulatory
<p>5a. Arts and Entertainment Uses. Encourage arts and entertainment uses to enhance the vitality of the Gateway District City and promote the arts in Arcata and the broader region. Incentivize the creation of arts and entertainments uses by making them principally permitted (by-right).</p>	Health
<p>5b. Creamery District. Continue to use existing placemaking and naming of the Creamery District in City mapping.</p>	Delete - Not necessary, No proposal to remove District name
<p>5c. Incentivize the Arts as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide amenities that supports the arts and area artists, such as murals on building exteriors, art installations in public-facing locations, and outdoor pedestals for sculptures. Arts-related community amenities shall be informed by consultation with Arcata’s Local Arts Agency as well as other arts and equity-related stakeholders as determined appropriate by staff (e.g., equity Arcata “Just Arts” group, Cal Poly stakeholders, etc.).</p>	Design
<p>5d. Incentivize Artist Housing and Cultural Spaces as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide various forms of artist housing, including live/work units and deed restricted low-income housing units dedicated to artists and/or with amenities to attract artists. Encourage efforts to create a Native Arts and Cultural Space within the Gateway Area boundary.</p>	Housing
<p>5e. Outdoor Spaces. Encourage larger-scale development to provide public outdoor spaces that can incorporate informal artistic and cultural activities open to the public and integrated with or connected to public space.</p>	Land Use
<p>5f. Temporary Events. Support formal and informal temporary artistic and cultural events.</p>	Health
<p>5g. Adaptive Reuse for the Arts. Support the adaptive reuse of existing buildings for artistic purposes.</p>	Housing
<p>5h. Public Art. Through the Gateway Area community benefit program, encourage new development to incorporate public art that both is creative and reflects the Creamery District identity and history, and speaks to the goals and intent of the Arcata Strategic Arts Plan (Arts Plan). Specifically encourage development of public art that uplifts and support BIPOC artists and narratives as described in the Arts Plan.</p>	Design
<p>6a. Open Space Concept. Provide for an integrated network for publicly accessible open space, including a new park site, consistent with the concept shown in Figure 7 and Table 8. The City shall actively encourage neighboring property owners to partner to develop Open Space over multiple sites.</p>	Open Space
<p>6b. Diversity of Open Space Types. Provide for a range of open space types, including urban plazas, pocket parks, linear parks adjacent to creeks, natural open spaces.</p>	Open Space
<p>6c. Range of Activities. Accommodate within open spaces a range of activities for all ages and abilities including sitting, walking, gathering, gardening, play and contemplation. Encourage and incentivize opportunities for active recreation (e.g., bocce, basketball, pickleball, etc.) within the Gateway Area boundary.</p>	Delete - Similar policy in P&R & Health Elements
<p>6d. Design Quality. Ensure that accessible open spaces are visually inviting, safe and interesting. Encourage the development of universally designed park space, creating greater accessibility for the public than required under the Americans with Disabilities Act (ADA).</p>	Delete - Similar policy in P&R & Health Elements
<p>6e. Privately-owned Publicly Accessible Open Spaces. Establish a series of privately-owned publicly accessible open spaces in the central area shown in Figure X<u>7</u>. Ensure that these spaces are:</p>	Open Space
<p>1. Linked together by safe and convenient bike/pedestrian facilities;</p>	Open Space

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2. Visible, accessible, and activated by ground floor uses including retail stores and restaurants; and	Open Space
3. Coordinated so that a variety of spaces are provided (courtyards, tot lot, a sculpture garden).	Open Space
4. Adequately maintained for public access and safety.	Open Space
6f. Linear Park with Daylighted Creek. Establish a linear park with passive recreational amenities adjacent to daylighted and restored segments of Jolly Giant Creek.	Open Space
6g. Bike/ped Connections. Establish new off-street bike/ped connections to connect open spaces and activity centers in the Gateway area. Enhance connections between the Plan Area and parks and open space destinations near to the Plan Area, such as Arcata Plaza, Shay Park, and Arcata Marsh.	Delete - Similar policy in Mobility Element
6h. Public Plaza in Southwest Industrial Area. Establish a new public open space or plaza in the Barrel District that provides formal public space within the Barrel District that functions as a vibrant, pedestrian-scale open space serving both as a neighborhood gathering space and a regional draw. Design a space of similar size and quality to, but entirely distinctive from, the existing Arcata Plaza.	Delete = specific to Gateway
6i. Enhanced Rail-Trail. Could include new recreational amenities and stormwater management within and adjacent to the rail-trail.	Delete - Similar policy in Open Space
6j. Vacant/Underutilized Land Development. Allow for the development of existing vacant and underutilized properties with low natural resource value as a strategy to permanently protect high resource value open space and provide high-quality open space.	Open Space
6k. Wetland Areas. Maintain a no net loss standard but allow for passive recreational uses within and around wetland areas in southwestern Gateway Area. Provide for bicycle and pedestrian connections to this area from other Plan Area locations. Enhance and restore wetland functions where feasible. Use mitigation and restoration together to consolidate scattered low-quality wetlands into larger higher quality wetland complexes through the Community Benefits Program.	Resource Conservation
6l. Jolly Giant Creek. Require the restoration and enhancement of the Jolly Giant Creek north of 11th Street. Encourage the daylighting of creek segments south of 11th Street as part of new development projects. Consider additional opportunities for daylighting Jolly Giant Creek, especially along 10 th Street, including bridges, road closures, and other alternatives to expose more open creek miles.	Delete - Specific to Gateway, similar policy in Open Space Element
6m. Incentivize Privately-Owned Open Spaces as a Community Amenity. Utilize the community benefit program to incentivize the creation of new privately-owned, publicly-accessible open spaces in the Plan Area.	Parks and Recreation
6n. Explore Tribal Partnerships in Restoration Project Planning. Explore opportunities for partnerships with the Wiyot Tribe and other Wiyot-Area Tribes when pursuing funding for habitat restoration within the Gateway Area, and seek guidance from appropriate Tribal representatives as part of the habitat restoration planning process.	Resource Conservation
7a. Plan the Circulation System to Accommodate Planned Growth. In planning for improvements to the overall circulation system, design the system to accommodate the planned amount of growth outlined in other policies. Ensure the circulation system supports a functioning, safe, sustainable multi-modal network. Support increased demands for all efficient forms of mobility emphasizing alternative modes pedestrians, bicycles, and other non-motorized or shared transit options, then vehicles, and trucks, in an effort to induce demand of multimodal transit alternatives and implement transportation demand management strategies, in keeping with Citywide Circulation Element policies (see also, GA-8a).	Circulation
7b. Design Mobility System per Plan Figures. Design and construct the mobility and circulation system of the Plan Area per Figure 8 and Figure 9 and the Cross Section and Intersection Design Concepts above, as well as in accordance with the Open Space, Streetscape, and Site Development sections of this Area Plan. In the engineering design stage of implementing the above cited Figures/Concepts, allow for deviations and alterations such as:	Delete - specific to Gateway, sub-items may go into other plans/codes
1. Throughout the entire Plan Area, sidewalk widths may increase beyond six feet, especially on the north sides of east-west streets where expanded sidewalks on the sunny side of the street would allow welcomed outdoor seating, and at well-traveled pedestrian boulevards to ensure a clear path of travel. Adjusting sidewalk widths will necessitate adjustments to the dimensions of other features, such as drive lanes, parking lanes, bike lanes, outdoor seating, street furniture, and the like. On-street parking lanes may need to be eliminated.	Gateway Code
2. Throughout the entire Plan Area, on-street parking angles may be adjusted as need to be either parallel, perpendicular, angled-in, or reversed angled-in. Adjusting parking angles may necessitate adjustments to the dimensions of other features, such as sidewalks, drive lanes, bike lanes, etc.	Delete - Specific to Gateway

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3. Throughout the entire Plan Area, the presence of on-street parking may be eliminated in favor of adding or enhancing non-motorized facilities, such as sidewalks, bike lanes, landscaping, Class I trails, etc.	Circulation
4. Outside of City rights-of-way, the alignments and widths of Class I trails (i.e., separated shared use paths) may need to be adjusted based on environmental constraints, community needs, the availability of right-of-way, and other factors. Seek opportunities in public rights-of-way to daylight creeks using bridges when reconstructing bike/bed infrastructure.	Delete - Similar policy in Open Space, Mobility, and P&R Elements
5. Throughout the entire Plan Area, Class II bicycle facilities (i.e., standard bike lanes) may be converted to Class IV bicycle facilities (i.e., protected bike lanes), which may necessitate adjustments to the dimensions of other features.	Circulation
6. Throughout the entire Plan Area, the widths, locations, styles, and details of various features may deviate from the cited map Figures at the time of final design based upon available traffic data, design context, and the latest guidelines provided by Caltrans, FHWA, AASHTO, NACTO, and other reliable sources. Features that are likely to require deviations include pavement markings, pavement color, pedestrian bump-outs, turn lanes, traffic control features, landscaping, and similar components.	Delete - unnecessary policy guidance
7. The junction of 13 th Street, K Street, L Street, and Alliance Ave may require an alternate design depending upon right-of-way acquisition, available traffic data, design context, and the latest guidelines provided by Caltrans, Federal Highway Administration, American Association of State Highway and Transportation Officials, National Association of City Transportation Officials, and other reliable sources.	Delete - related to K&L Couplet
8. New roadway connections where none currently exist (such as the far west end of 6 th Street connecting K Street to the L Street right-of-way) may be designed and constructed as either new vehicular roadways, pedestrian-only thoroughfares, or bicycle/pedestrian facilities that allow restricted vehicular traffic. The City Engineer will determine which type of facility to design and install based on available traffic data, existing environmental constraints, community interests, right-of-way availability, and other engineering factors, and Plan principles.	Delete - related to K&L Couplet
9. The trail within the Q Street right-of-way south of 10 th Street may eventually need to be converted into a full vehicular roadway with a cross-section similar to other two-way roads proposed within the Plan Area.	Circulation
10. The final design of transportation facilities within the Barrel District may change substantially, but should follow the parameters outlined in Policies GA-7e and GA-7f.	Delete - Specific to Gateway
11. Emphasize Class IV bike lanes where greatest benefit, and not in conflict with other community values or amenities where warranted.	Circulation
12. Where available, pursue Opportunities for “green streets” infrastructure in streets/public right of ways, and provide for storm water features off-site (i.e., “storm water banks”). Consider opportunities to improve storm water drainage for the Jolly Giant Creek watershed.	Circulation
13. Throughout the Plan area, design sidewalks and street crossings for maximum accessibility. Accessibility features may include but are not limited to widening sidewalks, requiring high-visibility/striped crosswalks, installing bulb-outs, pedestrian activated crossing signals, and aligning ramps with path-of-travel.	Circulation
14. Create separated walk/bike lanes in multi-use trails with explanatory signage on placement and how to safely pass, as deemed necessary based on increased use in future.	Delete - Not necessary policy guidance
15. Provide sidewalks or multi-modal trails on both sides of all streets in the Plan Area.	Delete - Specific to Gateway
7c. Balanced Transportation System. Create and maintain a balanced transportation system with choice of bus transit, bicycle, and pedestrian as well as car sharing and private automobile modes. Reduce the percentage of trips that are made by automobile and provide the opportunity, incentives, and facilities to divert trips from automobiles to other modes. Provide negative incentives, such as parking meters, permit parking, time limited parking, carpool incentives, and other targeted parking measures that encourage alternative modes utilizing “induced demand” strategies.	Circulation
7d. Plan for Enhanced Transit Lines and Stops. In order to increase safety and access to basic needs, work with relevant transit agencies, major employers, key user groups, and area schools to plan for enhanced public transit and school bus lines and new stops to both accommodate the new growth and serve existing community needs.	Circulation

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<p>7e. Consider Non-motorized Campus Layouts. For areas that have incomplete block patterns and/or are currently lacking in vehicular roadways (such as the Barrel District), consider providing limited to no new facilities for motorized vehicles. Instead, consider creating a campus layout with vehicular access on the perimeter and robust non-motorized facilities throughout the interior. Plan for the infrastructure that would be required for these areas to serve as key park and ride/transit hubs. Where new vehicular roadways are constructed within currently roadless areas (such as the Barrel District), provide for a wide right-of-way whose cross section includes ample on-street parking, narrow vehicle lanes, bike lanes, sidewalks in excess of six feet, street trees, and enhanced pedestrian crossings at least every 300 feet.</p>	Circulation
<p>7f. Barrel District Master Plan. For the Barrel District, require property owners to develop a Master Plan for a high-density walkable mixed-use residential campus with minimal vehicular infrastructure and overall site design that supports a pedestrian-friendly public realm. Require that the Master Plan includes plans for a circulation system that is generally consistent with Figure 8 and Figure 9 and in accordance with the Open Space, Streetscape, and Site Development sections of this Area Plan. Allow the Master Plan to relocate the proposed circulation facilities within the Barrel District from what is shown in this Plan as long as the ultimate design honors the basic theme and overall design parameters consistent with the Policies herein. Require that new vehicular roadways provide for a wide right-of-way whose cross section includes ample on-street parking, narrow vehicle lanes, bike lanes, sidewalks in excess of six feet, street trees, and enhanced pedestrian crossings at least every 300 feet.</p>	Design
<p>7g. Finish Incomplete Blocks with Active Transportation Infrastructure. Where the urban grid pattern is interrupted or incomplete, evaluate opportunities to continue the circulation block patterns with new connections that consist of entirely non-vehicular active transportation facilities.</p>	Delete - Similar policy in Mobility Element
<p>7h. Mobility Infrastructure that Supports Car-free Lifestyle. Plan and implement the mobility and circulation infrastructure of the Plan Area to support a car-free lifestyle, increase pedestrian safety, reduce greenhouse gas emissions, and minimize vehicle miles traveled, including:</p>	Land Use
<p>1. Safe and Attractive Pedestrian Facilities. Connect the Plan Area to the Downtown/Plaza core with safe and attractive pedestrian friendly walking routes that incorporate art and street lighting.</p>	Land Use
<p>2. Pedestrian-friendly Streetscapes. Ensure that streetscape design and improvements prioritize pedestrian circulation that promote walkability and support a car-free lifestyle and accessibility for all ambulatory modes.</p>	Land Use
<p>3. Shorten Pedestrian Crossing Distances. Create additional and safer methods for crossings along K Street and 11th Street by shortening distances for pedestrian crossings to improve overall walkability in the Plan Area. Evaluate other roadways within the Plan Area that warrant shortened pedestrian crossings, with an emphasis on areas with planned or developed alternative transportation infrastructure, such as 8th and 9th Streets.</p>	Land Use
<p>4. Curb Extensions in All New Roadways. In all newly created roadways, incorporate curb extensions (“bump outs”) to increase pedestrian visibility and safety at crosswalks, calm traffic speeds, and provide space for rain gardens, tree planting, street furnishings, and other amenities.</p>	Land Use
<p>5. Widened Sidewalks. Explore sidewalk widening strategies that include land dedication or easements to create unobstructed accessible pedestrian pathways.</p>	Land Use
<p>6. Intra-City Non-motorized Connectivity. Reduce vehicle trips from other parts of the City by creating pedestrian and bicycle-friendly corridors that draw residents and visitors to enter the Plan Area via means other than motorized vehicles. Fulfill the potential of the existing and planned Class I trails by planning for expanded perpendicular connections that will draw bikes/peds from beyond the Plan Area.</p>	Land Use
<p>7. Ride Share. Support ride share in various modes (car, bike, etc.) through public and private infrastructure, and encourage systems designed to provide access to shared facilities. Improvements and programs should include public options, such as bike share racks or carpool parking, public-private partnerships, such as zip-car and Tandem Mobility bike share, and private facilities or programs, such as project-based car share.</p>	Land Use
<p>7i. No Net Loss of Class I Trail System. In general, retain the current total linear feet of Class I trails within the Plan Area, even if current facilities must be realigned or relocated to other routes within the Plan Area. For instance, if implementing the realigned roadway network shown in Figure 8 and Figure 9 impacts the existing Class I Rail-to-Trail facility within the L Street right-of-way, then design and construct a new Class I trail in another location within the Plan Area. In limited circumstances, the City shall retain the discretion to allow an applicant to demonstrate removal or relocation of Class I Trail sections would improve active transportation access and connectivity. Collaborate with the Great Redwood Trail Agency and other landowners and agencies to retain and expand the Class I trail and Class 4 bikeways throughout the Plan area, including along L Street.</p>	Circulation

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<p>7j. Incentivize Active and Alternative Transportation as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide on-site active and alternative transportation amenities, such as car share/bike share, free electric vehicle charging stations, employee showers, on-site covered and secure indoor bike parking, bus passes for residents and/or employees, dedication of parcel frontage to transportation uses, charging stations for e-bikes, shared parking, and related amenities that stimulate non-motorized and zero-carbon transportation options above and beyond current requirements of state law.</p>	Design
<p>7k. Incentivize Dedication of Parcel Frontage as a Community Amenity. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that dedicate parcel frontage for the creation of expanded right-of-way for the purposes of additional pedestrian facilities, off-street parking, open space, and/or other designated enhancements to the public realm. In locations identified as important pedestrian streetscapes, such as K, 8th, and 9th Streets, dedication may be a requirement to provide for the desired form and frontage.</p>	Design
<p>7l. Parking Standards. Disconnect parking minimums from land use and only require off-street parking as a development standard in limited cases (e.g., hotels and other regional draws, employment centers). Discourage large volumes of off-street parking and instead support more valuable land uses and streetscapes that prioritize human activity and movement. Encourage and incentivize clustered parking and un-bundling parking from rents, as well as the dedication of parcel frontage on block-long development projects that can be dedicated to additional on-street parking.</p>	Circulation
<p>7m. Parking Lot Locations. Disallow the placement of parking lots along street frontages in the interest of maintaining continuous building frontages along the primary commercial streets and improving walkability. Parking lots and structures must be located behind buildings, or otherwise located subordinate and obscured by design features.</p>	Design
<p>7n. Minimize Vehicle Trips via Land Use. Adopt and maintain zoning regulations that allow for a mix of land uses in order to reduce vehicle trips and the overall need for automobile use.</p>	Land Use
<p>8a. Pedestrian Priority and Accessibility in Streetscape Design. Ensure that streetscape design and improvements prioritize pedestrian circulation that promote walkability and support a car-free lifestyle and accessibility for all ambulatory modes and abilities. Require new development to consider the needs of a diverse range of abilities; for example, position obstructions to path-of-travel to the curb line or other less obtrusive locations wherever feasible.</p>	Design
<p>8b. Improvements Required. Require new development to provide streetscape improvements consistent with the Gateway Area Plan and Gateway Zoning Code.</p>	Delete - Specific to Gateway
<p>8c. Sidewalk Zones – Core Area/Pedestrian Oriented Frontage. Along pedestrian-oriented frontages, provide sufficiently wide sidewalks to accommodate outdoor seating, business display areas, and sidewalk sales. Except in unusual circumstances approved by the City Engineer, sidewalks shall be no less than 6 feet wide. Where viable, the City should strive for sidewalks eight feet or greater in width.</p>	Design
<p>8d. Sidewalk Dining. Encourage sidewalk dining for restaurants and cafes along commercial and mixed-use street frontages. Areas planned for sidewalk dining may require wider sidewalks including privately-owned public spaces. Consider accessibility for the visually impaired in structures that may create sidewalk obstructions.</p>	Land Use
<p>8e. Landscaping. Install street trees and other landscaping consistent with the standard for the applicable street typology as identified in Chapter 7 (Mobility). Use planting techniques that extend the life and health of the trees.</p>	Design
<p>8f. Street Tree and Landscaping Selection. Native plants may be required in areas adjacent to environmentally sensitive habitat. Elsewhere, the City encourages the use of native plants. Non-native invasive species shall not be approved by the City for use in landscaping. Landscaping plants as well as tree species and spacing shall be selected from a City tree species and planting guide, or in consultation with the City.</p>	Delete - Similar policy in Resource Conservation and Open Space Elements
<p>8g. Street Furniture. Provide for consistent bicycle racks, seating, and trash receptacles integrated within the right-of-way and consistent and appropriate to the Plan Area character.</p>	Design

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<p>8h. Green Infrastructure. Integrate green stormwater infrastructure into streets and public spaces to create attractive public areas while also capturing and treating runoff to meet water quality requirements. In this context “Green Infrastructure” is defined as the range of measures that use plant or soil systems, permeable pavement or other permeable surfaces or substrates, stormwater harvest and reuse, or landscaping to store, infiltrate, or evapotranspire stormwater and reduce flows to sewer systems or to surface waters.</p>	Public Facilities and Infrastructure
<p>8i. Utility Screening. Minimize visual impacts from utility boxes, utility meters, backflow preventers, and other similar devices. Utility devices must be underground or located to the side or rear of buildings and screened from public view by landscaping. Exceptions may be granted through a discretionary review process.</p>	Design
<p>8j. Lighting. Provide adequate pedestrian-scaled street lighting to enhance public safety, encourage evening use of outdoor spaces, and enhance the visual quality of the public realm. Utilize “CPTED” (Crime Prevention through Environmental Design) guidance as applicable to ensure lighting achieves outlined goals of increasing pedestrian safety. Ensure all new lighting is compliant with “Dark Sky” policy guidance as outlined in the City’s General Plan.</p>	Design
<p>8k. Bike Infrastructure. Consider locations for public, outdoor bike lockers coordinated with public transit stops accessible in the public right-of-way.</p>	Circulation
<p>9a. Enhanced Architectural Features and Exterior Designs as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide enhanced architectural designs beyond those required.</p>	Delete - not a recommended Community Amenity
<p>9b. Sustainable and Green Buildings as a Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide designated levels of sustainable and green building features.</p>	Design
<p>9c. Human-Scaled and Pedestrian-Friendly. Ensure that new development is human-scaled and supports a pedestrian-friendly public realm. Focus on the “destination” aspect of the Gateway Area to celebrate the car-free nature by encouraging pedestrian-oriented streetscape amenities, such as parklets and outdoor dining.</p>	Design
<p>9d. Design Diversity. Allow for and encourage complementary diversity in building forms and creativity in project design as long as projects support a pedestrian-friendly environment and other Plan goals.</p>	Design
<p>9e. Cohesive Identity. Ensure new development design includes recognizable design themes and a distinctive sense of place.</p>	Design
<p>9f. Solar Shading. Ensure new development minimizes solar shading to surrounding properties.</p>	Design
<p>9a. Block Length. Where existing streets are extended or new streets established, aim to keep the length of new blocks to no more than 300 feet.</p>	Design
<p>9b. Block Layout. When establishing new streets and extending existing streets, connect to the existing block layout and complete grid system in a manner that also protects and enhances natural resources.</p>	Design
<p>9c. Mid-Block Passageways. For blocks longer than 300 feet, provide for passageways mid-block through new development for convenient bike/ped through access. Passageway shall be an integral part of a project and be configured to provide safe access to rear parking lots, commercial storefronts, restaurants, and mid-block pathways.</p>	Design
<p>9a. Building Placement. Locate building at or close to the sidewalk to support a pedestrian-friendly public realm.</p>	Design
<p>9b. Public to Private Realm Transitions. Provide for sensitive transition from the public realm (sidewalk) to the private realm (residences).</p>	Design
<p>9c. Use of Setback Areas. Encourage outdoor dining, publicly-accessible courtyards, window-shopping areas, and other pedestrian-friendly uses in spaces between building walls and the sidewalks.</p>	Design
<p>9d. Custom Standards Along Designated Streets. Plan for custom use, development, and design standards along designated streets with the objective of generating a more welcoming and vibrant "gateway" into the City.</p>	Design
<p>9a. Main Building Entrances. Require main building entries to be visually prominent and oriented to a public street or pathway.</p>	Design
<p>9b. Pedestrian Connections. Required pedestrian walk paths to connect entrances directly to a public sidewalk.</p>	Design
<p>9a. Human-Scale Massing. Provide for human-scale and pedestrian-friendly building massing where large buildings are broken into smaller volumes that fit into the surrounding neighborhood.</p>	Design
<p>9b. Transitions to Lower Intensity Uses. Require buildings to incorporate massing strategies to minimize impacts on adjacent single-family homes.</p>	Design

Policy Matrix Mapping Gateway Element Policies to General Plan Elements
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Policy/Element	Element
<p>9a. Pedestrian-Friendly Design. Require parking location and design to not detract from pedestrian-friendly streetscapes, walkable neighborhoods, and active and inviting mixed-use districts. Locate parking facilities away from building frontages in the rear of the lot unless determined infeasible in unique circumstances.</p>	Design
<p>9b. Minimize Visual Dominance. Screen parking facilities for limited visibility from the street frontage with landscaping, art, or other visually appealing methods.</p>	Design
<p>9c. Car-Free Lifestyle. Minimize vehicle parking requirements and maximize walk, bike, and transit infrastructure.</p>	Design
<p>9a. Varied and interesting Facades. Create street-facing building facades that are varied and interesting with human-scale design details.</p>	Design
<p>9b. Articulation. Incorporate architectural elements that reduce the box-like appearance and perceived mass of buildings.</p>	Design
<p>9c. 360-Degree Design. Provide for buildings designed as a unified whole with architectural integrity on all sides of the structure.</p>	Design
<p>9d. Quality Materials. Ensure quality materials that maintain their appearance over time.</p>	Design
<p>9e. Design Details. Promote design details and materials compatible with the existing neighborhood design character.</p>	Design
<p>9f. Incentivize Enhanced Architectural and Exterior Design as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that provide enhanced architectural and exterior designs that go beyond base standards.</p>	Delete - not a recommended Community Amenity
<p>10a. Local Historic Landmarks. Encourage the preservation, rehabilitation, and adaptive reuse of designated local historic landmarks as identified in Table 9. Allow for additions and new buildings on properties containing designated historic landmarks when the addition or new building maintains the historic integrity of the property and its environment, in adherence with the Secretary of the Interior’s Standards for Rehabilitation of Historic Structures).</p>	Delete - Similar policy in the Hist. Pres. Element
<p>10b. Potentially Historic Structures. Encourage the preservation, rehabilitation, and adaptive reuse of potentially historic structures as identified in Table 9. Allow for additions and new buildings on properties containing designated landmarks when the addition or new building protects the historic integrity of the property and its environment in adherence with the Secretary of the Interior’s Standards for Rehabilitation of Historic Structures.).</p>	Design
<p>10c. Creamery Building. Allow by-right approval of a development project on the Creamery Building property that meets the following requirement as determined by the Community Development Director: the project is eligible for by-right approval as specified in the Gateway Zoning Code.</p>	Design
<p>10d. Design Review Required. Except as allowed by Policy GA-10c (Creamery Building), continue to require Planning Commission Design Review consistent with Municipal Code Chapter 9.53 (Historic Resource Preservation) for the exterior modification, demolition, or relocation of a historic resource identified in Table 4. Such projects are not eligible for streamlined by-right approval. As noted in Table 9, “Noteworthy Structures” and “Buildings Constructed within the Period of Significance,” alterations to which require Design Review, are limited to the historic resources identified in in Table 9.</p>	Delete - Similar policy in the Hist. Pres. Element
<p>10e. Neighborhood Conservation Area. If a project is eligible for streamlined by-right approval and is located in the portion of the Central Neighborhood Conservation Area that extends into the Gateway Plan Area as shown in Figure 11, require Design Review only for projects on properties that contain a historic resource as identified in in Table 9. This policy, and its implementing legislation, shall supersede policies elsewhere in the General Plan and Zoning Code.</p>	Delete - Similar policy in the Hist. Pres. Element
<p>10f. Historic Preservation. In addition to existing Citywide preservation incentives, explore additional ways to incentivize the rehabilitation and preservation of significant and potentially significant buildings located within the Gateway Area. The purpose of these additional incentives is to ensure the added cost associated with restoring and preserving historic buildings is offset by the benefits of the incentives.</p>	Historic Preservation
<p>11a. Plan Utility Infrastructure to Accommodate Envisioned Growth. In planning for improvements to the overall utility infrastructure, including wastewater and electrical demand, design the systems to accommodate the planned amount of growth outlined in other policies and consider the impacts of locating new infrastructure on potential future habitat restoration sites. Plan for future infrastructure needs due to conversion of uses (e.g., electrification). Infrastructure will be developed over time as needed, and the City’s Capital Improvements Program (CIP) will reflect near term infrastructure needs through the annual update process.</p>	Delete - Simliar policy in Pub. Fac. & Infrastructure Element

Policy Matrix Mapping Gateway Element Policies to General Plan Elements
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Policy/Element	Element
11b. Add Utility Infrastructure System Improvements to City's Capital Improvement Plan. Generate a list of utility infrastructure projects that will be required to implement this plan and then add those projects to the City's Capital Improvement Plan.	Delete
11c. Enhanced Infrastructure Finance District. Work with the County to explore the formation of an EIFD to fund infrastructure and housing projects within the Plan Area.	Land Use
11d. University Contributions to Infrastructure Costs. Given that the City is planning for substantial residential growth in the Plan Area in part to accommodate the planned growth of Cal Poly Humboldt, work with the University to explore ways in which the University can contribute to the infrastructure costs associated with the planned growth.	Public Facilities and Infrastructure
11e. Multi-Modal System Improvements Funding. Identify, develop, and prioritize utility infrastructure projects that are eligible for Federal and State funds and continue to pursue all available options for funding new and improved circulation system facilities.	Delete - Not necessary policy guidance
11f. Align Utility Infrastructure within Circulation System. To the degree possible, locate new utility infrastructure within existing and planned circulation system rights-of-way.	Public Facilities and Infrastructure
11g. Water Conservation Infrastructure. Continue to encourage the use of infrastructure and practices that promotes efficient water and energy use such as rain barrels, green roofs, and retention structures. Encourage reduced water demand by requiring water-conserving design and equipment in new construction and encouraging the retrofitting of existing development with water-conserving devices, along with water capture and conservation practices (See GA-11i).	Public Facilities and Infrastructure
11h. Recreation Opportunities. Continue to consider recreational opportunities and aesthetics in the design of stormwater/retention, treatment, and conveyance facilities.	Delete - Similar policy in Open Space Element
11i. Low Impact Design. Development for Redevelopment. Encourage and incentivize opportunities to incorporate Low Impact Development in redevelopment and other development exempt from MS4 permit requirements of existing structures and sites.	Delete - Similar policy in Resource Conservation Element
11j. Incentivize Energy Efficiency and Electrification as Community Amenities. Through the Gateway Area community benefit program, allow increased development intensity and simplified development processes for projects that exceed Title 24 and other State or local energy efficiency requirements and all new construction to be electric only, with limited commercial cooking exceptions.	Design
11k. Utility Undergrounding. Existing above ground and new utilities shall be placed underground as feasible as determined by the City Engineer. Recognizing undergrounding is expensive and may affect affordability of housing, aesthetics of aboveground utilities shall be considered in project development.	Delete - Similar policy in Pub. Fac. & Infrastructure Element