

Request for the Arcata City Council to Establish a Gateway Plan Advisory Committee

Historically, the City of Arcata's finest large-scale infrastructure projects and long-range planning accomplishments have relied on community-based processes, wisdom, innovation, and can-do spirit. Today, the City of Arcata needs to finalize a high-quality Gateway Plan that best reflects the community's long-range visions, its priorities for the future, and its values in terms of future development.

Request to City Council: Through a community-based and open government process, establish a Gateway Plan Advisory Committee (GPAC) that would:

- Serve in an advisory capacity to the City Council, and work collaboratively with city staff and the Planning Commission as directed by City Council;
- Prepare reflective recommendations to improve goals, policies, and implementation measures; and
- Assist city staff and consultants in completing a high-quality Gateway Plan.

Recommended GPAC Structure:

- Small number of GPAC members (7-9) for efficiency;
- Modeled after the successful Plaza Improvement Task Force; and
- City Council-appointed committee members could include residents, business owners, a Planning Commissioner, and other diverse, representative stakeholders from the community.

Justification:

- During the global pandemic, too many COVID-related variables impaired city staff's ability to effectively engage the public;
- Six months after the draft Gateway Plan was released, city staff reported to Council: **"The Gateway Area Plan has generated significant, diverse and in sections divergent public input. We [Staff] will continue to gather input through the community design process which might bring some of the divergent ideas aligned."** (6/1/22 Arcata City Council Meeting, Agenda Packet, p. 215); and
- The City has established and implemented multiple Task Forces/Advisory Committees to collaboratively complete large infrastructure and long-range planning processes – successfully and in a timely manner.

What the GPAC Would Do:

- Synthesize the existing community input to date and assist in gathering additional focused input on key community issues raised through an equitable and inclusive community engagement process;
- Define a community-supported, stable Gateway Plan framework that aligns the community's vision with objective development/design standards, including densities, building height/massing, setbacks, streetscapes, articulation, mobility/parking (including L Street), public open space, arts and culture, etc., to help inform the potential Form-Based Code; and
- Identify and prioritize valued amenities to assist in developing the Community Benefit Program.

How the GPAC Would Improve the Process to Finalize a High-Quality Gateway Plan:

- Help finalize the Gateway Plan in a way that increases inclusive and equitable community engagement, consistent with Arcata City Council's current Goals and Policy Objectives;
- Offer an atmosphere more conducive to improving transparency, trust, and community buy-in;
- Collaboratively address and resolve the diverse, divergent challenges and ongoing deficiencies which have been identified by city staff, Planning Commission, City Council, and the public; and
- Develop an ambitious, yet achievable, process and timeline to expedite Gateway Plan completion.

The 84 signatories below support this request:

Attachment A

Name	Affiliation
Mr. Don Allan	Former Arcata resident, former board member of RCAA
Mr. Allan Anderson	Arcata resident, business owner in Gateway Area
Ms. Aurelia Anderson	Arcata resident, business owner in Gateway Area
Ms. Heather Bakken	Arcata resident, employed in Gateway Area
Mr. James Becker	Arcata resident
Mr. Daniel Bixler	Arcata resident, Vice Chair of the concluded Plaza Improvement Task Force
Ms. Melanie Bright	Arcata resident
Ms. Catherine Brown	Arcata resident
Ms. Myrna Cambrianica	Future Arcata resident
Ms. Patricia Cambrianica	Arcata resident
Ms. Christine Champe	Arcata resident and business owner
Mr. Kirk Cohune	Business owner of Greenway Partners and Creamery District Property Owner
Mr. Michael Cuthbert	Arcata resident
Mr. Aaron de Bruyn	Arcata resident, employed in Creamery District
Ms. Joy de Bruyn	Arcata resident, employed in Creamery District
Ms. Jackie Dandeneau	Artistic Executive Director for Arcata Playhouse
Mr. Brian David	Arcata resident and business owner (Ken's Auto Parts)
Mr. Anthony DeLuca	Arcata resident
Ms. Lindsay Demello	Arcata resident
Ms. Francie Demello	Arcata resident
Ms. Catherin Dunaway	Arcata resident
Mr. Daniel Duncan	Arcata resident
Mr. Todd Ellingson	Arcata business owner (Complete Engine Service)
Ms. Laura Estetter	Arcata resident
Dr. Bradley Finney	Professor, Cal Poly Humboldt Department of Environmental Resources Engineering
Mr. John Fixico	Arcata resident, employed in Gateway Area
Ms. Michelle Fuller	Arcata resident, Arcata representative for Humboldt Bay Municipal Water District
Dr. Robert Gearheart	Arcata resident, Professor Emeritus Cal Poly Humboldt Department of Environmental Resources Engineering
Ms. Mary Gearheart	Arcata resident, former Arcata and Humboldt County Planning Commissioner
Ms. Lia Groeling	Arcata resident
Mr. Aaron Graff	Arcata resident, employed in Gateway Area
Mr. Chad Grammer	Arcata resident, business owner in Gateway Area (North Bay Auto)
Ms. Sommer Halligan	Arcata resident
Ms. Abby Hamburg	Arcata resident
Ms. Susan Hansen	Arcata resident
Mr. Stan Henerson	Arcata resident
Ms. Laura Hughes	Member of North Coast Growers Assoc and concluded Plaza Improvement Task Force
Mr. Royal Hunter	Arcata resident
Mr. Vaughn Hutchins	Arcata business owner, member of Arcata Artisans
Mr. Don Johnson	Arcata resident
Ms. Sarah Jones	Arcata resident
Mr. Jalon Joy	Employed in Gateway Area
Mr. Stuart Juodeika	Arcata resident

Name	Affiliation	Attachment A
Mr. Greg King	Arcata resident, Executive Director of Siskiyou Land Conservancy	
Ms. Sharon King	Arcata resident	
Dr. Ann King-Smith	Arcata resident, former Arcata Planning Commissioner	
Mr. Randy Klein	Arcata resident	
Mr. Craig Knox	Arcata resident	
Ms. Marianne Knox	Arcata resident	
Mr. Aldaron Laird	Arcata resident, former Arcata Planning Commissioner	
Mr. Eric Laudenslager	Arcata resident adjacent to Gateway Area	
Ms. Pam Laudenslager	Arcata resident adjacent to Gateway Area	
Mr. Nick Lucchesi	Arcata resident and business owner	
Ms. Moonlight Macumber	Arcata resident, former member of the Transportation Safety Committee and concluded Plaza Improvement Task Force	
Ms. Rebecca McBain	Arcata business owner adjacent to Gateway Area (McBain Associates)	
Mr. Scott McBain	Arcata business owner adjacent to Gateway Area (McBain Associates)	
Ms. Stephanie McCaleb	Arcata resident	
Ms. Indigo McGinnis	Arcata resident	
Ms. Pamela Mendelsohn	Arcata resident	
Mr. Dave Meserve	Arcata resident, former Arcata City Councilmember	
Mr. Ron Meyers	Arcata resident	
Ms. Debra Meyers	Arcata resident	
Ms. Nancy Noll	Arcata resident	
Mr. Alex Nosenzo	Arcata resident, employed in Gateway Area	
Mr. Ray Olson	Arcata resident, former Wetlands and Creeks Committee member	
Mr. Scott Patrick	Arcata business owner (Neely Automotive)	
Mr. Riley Quarles	Arcata resident, Cal Poly Humboldt Retiree	
Dr. Steven Railsback	Arcata resident, Arcata small business co-owner (Lang, Railsback & Associates)	
Mr. Paul Rosenblatt	Arcata resident, former Arcata business owner	
Ms. Nancy Rehg	Arcata resident, Arcata business owner	
Mr. Curt Reichlin	Arcata business owner in Gateway Area (Industrial Electric)	
Mr. Chris Richards	Arcata resident and business owner in Gateway Area (Chris Richards Automotive)	
Mr. Bruce Rupp	Arcata property owner, Humboldt Bay Municipal Water District Secretary/Treasurer	
Mr. Steve Salzman	Environmental Engineer	
Ms. Sherri Starr	Arcata resident	
Ms. Molly Steele	Former member of the concluded Plaza Improvement Task Force	
Mr. Scott Stevens	Arcata resident and former business owner (North Bay Auto)	
Mr. Philip Stevens	Arcata resident	
Ms. Marilyn Tucker	Arcata resident	
Mr. Joe Vagle	Arcata business owner (Arcata Used Tire)	
Ms. Carol VanKeuren	Business owner in Gateway Area (Rich's Body Shop)	
Mr. Rich VanKeuren	Business owner in Gateway Area (Rich's Body Shop)	
Mr. Steve VanKeuren	Arcata resident, business owner in Gateway Area (Rich's Body Shop)	
Ms. Ann Warner	Arcata resident	
Ms. Sheri Woo	Arcata business owner, Humboldt Bay Municipal Water District Board of Directors	
Ms. Jane Woodward	Arcata resident, former Chair of Arcata Economic Development Committee and member of concluded Plaza Improvement Task Force	