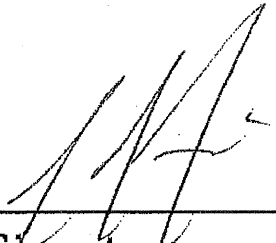


To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am **opposed** to the "Road Diet" plan on Central Avenue in McKinleyville.



Signature

Phone #

Carlos Nunez
Name

nunezpno@gmail.com
Email address

10/11/25
Date

To: Humboldt County Board of Supervisors

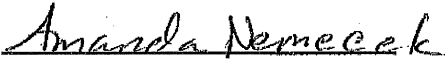
Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am opposed to the "Road Diet" plan on Central Avenue in McKinleyville.

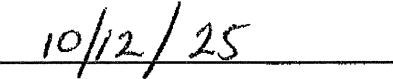


Signature

Phone #



Name


Email address

Date

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am **opposed** to the "Road Diet" plan on Central Avenue in McKinleyville.

Ann Kilby
Signature

Phone #

Ann Kilby
Name

~~Ann~~
Email address

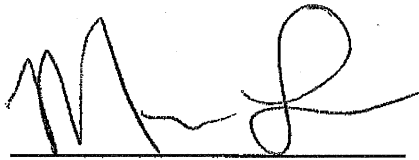
10/12/2025
Date

1669 Holly Drive

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am **opposed** to the "Road Diet" plan on Central Avenue in McKinleyville.



Signature



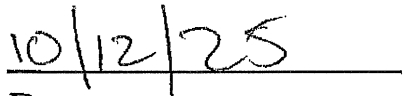
Phone #



Name



Email address



Date

October 12, 2025

Dear Chair and Members of the Board of Supervisors,

I am writing to strongly oppose moving forward with the proposed Road Diet on Central Avenue in McKinleyville. Our community has serious concerns that this project has not been adequately studied and will create more problems than it solves—particularly related to safety, congestion, and neighborhood traffic impacts.

First, there has not been a comprehensive, independent traffic and safety analysis addressing key issues for residents, businesses, schools, and emergency responders. Before any lane reductions are considered, the County must complete a full transportation study evaluating peak-hour operations, school pick-up and drop-off periods, seasonal tourism, evacuation routes, freight and delivery access, emergency response times, and business access and parking. This study should include measurable performance metrics such as delay, queue lengths, intersection levels of service, collision patterns, and projected diversion to residential streets.

Second, reducing travel lanes will inevitably increase congestion and force drivers onto side streets that were never designed for higher traffic volumes. These streets lack adequate width, sidewalks, lighting, and traffic-calming features—placing pedestrians, cyclists, and children at greater risk. If the County advances any configuration changes, it must also adopt a neighborhood traffic management plan that funds appropriate mitigation measures such as speed cushions, curb extensions, signage, turn restrictions during peak hours, and post-implementation monitoring with a public report-back.

Third, safety for all roadway users must be proven, not presumed. If the goal is to improve crossings and bike access, the County should first explore targeted, evidence-based solutions such as leading pedestrian intervals, signal timing improvements, high-visibility crosswalks, median refuge islands, protected intersections, daylighting at corners, school zone beacons, and continuous sidewalks and bikeways where right-of-way allows. These improvements should be prioritized where collision data and near-miss reports indicate the greatest need.

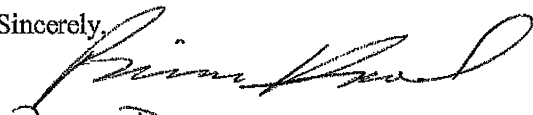
Fourth, the public process should include a meaningful pilot project using temporary, removable materials with clear success criteria before any permanent roadway modifications are made. A time-limited pilot would allow real-world data collection, performance measurement, and community feedback prior to long-term implementation.

For these reasons, I respectfully urge the Board to cease any further action toward adopting or implementing the proposed Road Diet on Central Avenue. The County should not move forward until a comprehensive transportation and safety study is completed, viable alternatives are evaluated, and the community has been fully informed and engaged in the process.

This project, as currently proposed, will create more harm than good for McKinleyville.

Thank you for your time, attention, and continued service to our community.

Sincerely,



Brian David

3260 Lutz Ave
MCK, CA 95519

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am **opposed** to the "Road Diet" plan on Central Avenue in McKinleyville.



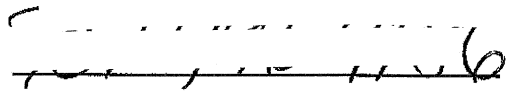
Signature

Giuliana Stagnoli

Name

10/10/25

Date



Phone #

stagnoli@gmail.com

Email address

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am **opposed** to the "Road Diet" plan on Central Avenue in McKinleyville.

Megan Sundberg
Signature

707-444-1111
Phone #

Megan Sundberg
Name

megan@david-insurance.com
Email address

10/10/25
Date

October 12, 2025

Dear Chair and Members of the Board of Supervisors,

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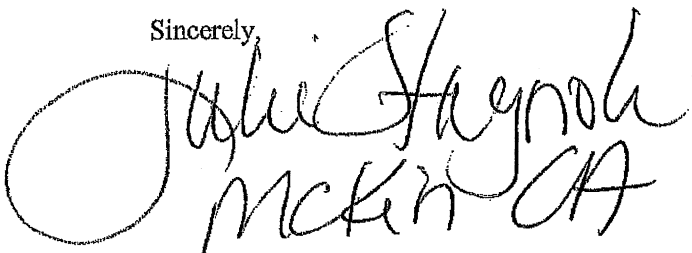
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This project, as currently proposed, will create more harm than good for McKinleyville.

Thank you for your time, attention, and continued service to our community.

Sincerely,



Julie Haglund
McKin CA

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am opposed to the "Road Diet" plan on Central Avenue in McKinleyville.

Kim Sundberg
Signature

Phone # _____

Kimberlee Sundberg
Name

Kim Sundberg@
Email address
yahoo.com

10/10/2025
Date

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am **opposed** to the "Road Diet" plan on Central Avenue in McKinleyville.

Karen Sprague
Signature

Phone #

Karen Sprague
Name

KassTraite@gmail.com
Email address

10/9/25
Date

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am **opposed** to the "Road Diet" plan on Central Avenue in McKinleyville.

Signed by:

Jane Arnold

F700BEB9A034450...

Signature

Jane Arnold

Name

10/10/25

Date

Phone #

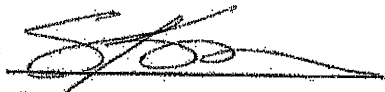
dotsproducts@gmail.com

Email address

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "Road Diet" plan

As a community member, I am **opposed** to the "Road Diet" plan on Central Avenue in McKinleyville.


Signature

Phone #

SHARON SPRAGUE
Name

horspool@yahoo.com
Email address

10/10/25
Date

To: Humboldt County Board of Supervisors
From: Concerned Citizens of McKinleyville
RE: MMAC's Intent to reduce Central Avenue driving lanes from 4 lanes to 2 lanes
Date: October 13, 2025

Dear Humboldt County Board of Supervisors,

I am vehemently against the idea of reducing lanes on Central Avenue in McKinleyville for many reasons. Some of the reasons we have discussed are the following:

1. With one lane south and one lane north, as well as a turn lane, emergency vehicles will be unable to get through our town to aid those in need. Our fire department and sheriff's department are both in the middle of the intended Central Avenue "Road Diet" area.
2. Oftentimes it is difficult, once you get into the middle lane, to turn into businesses along Central Avenue when traffic is heavy. If the lanes are reduced, it will create constant bumper to bumper traffic, which will impede the ability of people in turn lanes to get across the remaining lane of traffic. This is already the case at certain times of the day, when you are at the south end of town trying to exit the Open Door Clinic or Tri-Counties Bank parking lots. Traffic backed up at that stoplight makes it difficult to get across to the middle turn lane to go north.
3. At certain times of day it is already difficult turning onto Sutter Road, as the center lane fills up and traffic trying to turn onto Sutter ends up in the southbound lane. If we are reduced to only one southbound lane, this will stop traffic trying to get out of McKinleyville.
4. With the intent of adding about 6,000 residents to the town center area, the traffic will become a problem even without the reduction of lanes on Central Avenue.
5. CalTrans did a traffic study a few years ago, and the "Road Diet" option was not the recommended option. In the traffic study, there was a summary of respondents' answers to various questions asked by MMAC at that time. Out of 100%, only 7% of respondents wanted to see any changes to Central Avenue. From the responses I am seeing on public posts, those were likely concerns about overgrown plants and brush making it difficult for some to pass, especially those who are wheelchair bound. Most respondents are very worried about other areas such as Sutter Road, Azalea Avenue, and McKinleyville Avenue, which are in really bad shape.
6. If you take away our lanes, most people will avoid this area, especially during the day, and take other routes like Azalea Avenue, Sutter Road, McKinleyville Avenue, Railroad Avenue, etc. to get around the mess of traffic. Those road options are already concerning for a variety of reasons.
7. We want our residents to be able to shop in McKinleyville. It will take a great deal more time to get to our shopping center and town center. People have already began expressing their option to shop closer to where they work or live, rather than having to deal with what we all anticipate will be a traffic nightmare in McKinleyville if the reduction of lanes happens without proper planning and a comprehensive traffic study.
8. As a resident of McKinleyville or someone who often shops or works in McKinleyville, I am against this option until an independent, comprehensive traffic study has been conducted.



SIGNATURE

PHONE #

Rebecca Alefaituli

NAME

beccamcnight@gmail.com

EMAIL ADDRESS

CENTRAL AVE, MCKINLEYVILLE "ROAD DIET" PLAN

From Julie Stagnoli <julie@matsen.com>

Date Wed 10/15/2025 12:23 PM

To COB <COB@co.humboldt.ca.us>; Bohn, Rex <RBohn@co.humboldt.ca.us>; Bushnell, Michelle <mbushnell@co.humboldt.ca.us>; Wilson, Mike <Mike.Wilson@co.humboldt.ca.us>; Arroyo, Natalie <narroyo@co.humboldt.ca.us>; Madrone, Steve <smadrone@co.humboldt.ca.us>

 1 attachment (821 KB)

Community Member Signatures.pdf;

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Humboldt County Board of Supervisors:

We are opposed to the "ROAD DIET" plan on Central Ave., McKinleyville. Signatures attached

NO!NO!NO!

Thank you so much!



Julie Stagnoli

Julie Stagnoli | Account Manager

License #0719480

Matsen Insurance Brokers



HQ: 3101 Concorde Dr. Suite C, McKinleyville, CA 95519

Nor Cal: 555 California St., Suite 4925, San Francisco, CA 94101

So Cal: 10880 Wilshire., Blvd, Suite 1101, Los Angeles, CA 90024

• Business Insurance • Workers Compensation • Medical/Dental • Auto/Home • Umbrella
• Employment Practices Liability • Professional Liability

Arizona, California, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Kentucky, Maine, Maryland, Michigan, Missouri, Nevada, New Jersey,
North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Virginia, Washington, Wisconsin

Public Comment on McKinleyville Town Center Ordinance for Special Meeting on October 20 at 9AM

From Bonnie MacGregor <bbmacgregor707@gmail.com>

Date Wed 10/15/2025 1:01 PM

To COB <COB@co.humboldt.ca.us>

 1 attachment (1 MB)

Survey Results 2-14-2020.pdf;

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

To: Humboldt County Board of Supervisors, Tracy Damico, Clerk of the Board

RE: Agenda item: McKinleyville Town Center Zoning Amendment Ordinance and FEIR,

Date: October 20, 2025

From: Bonnie MacGregor, McKinleyville resident

Comments RE: Public Open Spaces

In the Town Center Ordinance section 5. Town Center Area Site Design and Development Standards, there is a paragraph long section that lays out the requirements for Public Open Spaces.

For reference ease, I have provided that paragraph:

5.5 Public Open Spaces. The development in the town center shall provide open space areas where the public can gather, vendors can display goods and provide opportunities for other public enjoyment. A minimum of three percent of the developable but undeveloped area of the Town Center shall be devoted to this open space. A minimum of 20,000 square feet of this shall be provided in a common open space area. This shall be outside of other required components of the site design and may be centralized at one location. Provisions shall be made to demonstrate how this provision will be addressed either at the time of subdivision or when the first new development is proposed.

Public Open Space is a primary value stated repeatedly in Goals and Policies of the McKinleyville Community Plan in Sections 1100 Introduction, 2600 Urban Land Use, 2350 Town Center, 2640 Design Review; and, Section 4320 Parks.

I urge you to read the first 33 pages plus p.74 of The McKinleyville Community Plan for not only these sections, but because the Ordinance before you is mandated to be the fulfillment of this plan. You can access it at <https://humboldt.gov.org/2564/McKinleyville-Town-Center-Master-Plan>.

Ample public open space also shows up in the top 3 priorities in all surveys conducted in McKinleyville regarding the Town Center (see most recent attached).

Undeveloped land subject to the 3% for Open Space Assessment

What is your vision for the McKinleyville Town Center?

(296 responses as of February 14, 2020)

What is your relationship to McKinleyville?

	Response Percent	Response Count
I live in McKinleyville	84.2%	251
I work in McKinleyville	24.8%	74
I live and work elsewhere, but visit regularly	11.1%	33
I live and work elsewhere, but rarely visit McKinleyville	1.3%	4

What is your experience with previous McKinleyville Town Center planning efforts?

	Response Percent	Response Count
I am aware of previous Town Center planning efforts	63.8%	190
I've never heard of this McKinleyville Town Center idea!	25.5%	76
I was actively engaged in previous Town Center planning efforts	10.7%	32

As envisioned in the Community Plan, the Town Center will include a "core commercial area" that will serve as an employment center for McKinleyville. Of the following five commercial uses, pick the top three you would like to see in the Town Center commercial core.

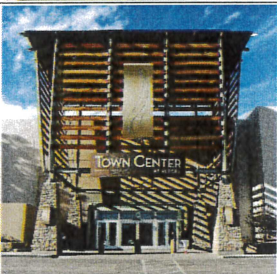
	Response Percent	Response Count
Restaurants	85.8%	254
Small specialty shops	77.7%	230
Live/work space	46.6%	138
Other	27.0%	80
Large retail (i.e. grocery, department store)	25.7%	76
Office space	19.3%	57

I hope the town center offers people a new opportunity to...(average priorities over 298 responses)

1. gather with friends and socialize."
2. enjoy biking, walking and other outdoor recreation."
3. attend arts & culture events."
4. bring the family for kid-friendly activities."
5. live in the town center area near all this exciting new development."

Avoid commercial "budget" hotels of any type please. IMO, they bring crime as shown in Valley West area of Arcata.
Avoid concentrating low income/affordable/rental housing in one area are a high density; prefer affordable housing interspersed/spread out.
avoid low and very low housing here... that would detract from the safety of people and financial viability of stores/restaurants
Bringing business will Stimulate the economy and help for affordable housing just outside of the town center. This is not the only available land in the community.
Bringing in revenue is important but just as in important is taking care of all people and to include them (homeless, low income options)
Build houses away from the town center. Make trails to center better instead.
Bus stops located at north and south points of town center. We need to create as many jobs as we create housing space for adults. 50% of those jobs need to be liveable wages and/or middle management. Any less is unsustainable.
Common outside areas
Cooperative housing like Village Homes in Davis, CA.
Donâ€™t add housing unless youâ€™re going to give Mckinnelyville their own police force. Sheriffâ€™s CANâ€™T handle more.
Eventually we'll need to add housing above commercial in many of the areas currently developed with commercial properties, and we'll need to convert some existing parking areas to mixed residential-commercial development to make it walkable.
For good examples of small houses check out the Cottage Company website. They build pocket neighborhood communities with compact homes.
Hotels and apartments/condos/bed and breakfasts above businesses could bring shoppers with minimal parking increase. Keep wetlands and public amenities first. We need county building construction designs and specs to add living units above existing one story commercial and residential buildings.
House if is important to make the town feel more inviting, but the added commercial or public use is also important to insure there is a place for people to go day and night
Housing is crucial just not in town center area.
Housing is for the periphery, not the Center
Housing should be clustered with shared communal outdoor spaces for inhabitants and guests. Apartment buildings should include several guest quarter apartments that can be reserved by inhabitants for use by out of town guests
I feel McKinleyville is small enough that people can bike/walk to the town center from most locations where housing already exists.
I like live, work, play together.
I like the idea of encouraging a walkable town center
I really love tiny housing, but wish their intent be used for Air BnB, festivals, healing and unique attractions to bring tourism into the scene. As a day to day living environment, I feel that it will bring in undesirable results. I vote for more appropriate housing geared toward working class and families.

No more housing in Town Center area. Preserve existing open space.
No more housing needs to be there. No low income housing, apartments that attract less than desirable people walking our streets making it unsafe for our kids to ride bikes, walk to any place of business or just home from school. We do not need this added to our community
Not a fan of a mixture of commercial and housing.
Parking needs to be considered
Pedestrians must find favor over vehicles. Include housing for "active seniors" that provides access to town.
Photo you have used for the tiny house village image is a bit sad. These communities can be full on productive, contributing, economically viable entities of varying sizes and much more aesthetically pleasing in their appearance and function.
Please NO
Preserve open/natural wetland spaces as much as possible; build/develop housing/businesses on outer edges of any of these spaces, near Central. Housing should be clustered in around Central/ major transportation routes. Can incentives be provided to car free residents/tenants, or those who volunteer to maintain public open spaces/trails? Can incentives be provided to residents/tenants to help maintain public/open space areas? Regarding the dire need for housing: "...We first have to keep in mind that affordable housing and fair housing are not the same thing. Yes, we need affordable housing, but we also need fair housing. And we canâ€™t achieve the latter by simply creating the former." - Stephen Menendian, Assistant Director, UC Berkeley Othering and Belonging Institute
Prioritize families to meet the needs of our existing community
Redevelopment of existing poor quality residential and commercial space should be the priority, not building out onto undeveloped areas. There is already plenty of existing development impacted area that should be redeveloped
Remember that senior/handicapped/low income housing is needed.
Retirees are a huge underrepresented need in McKinleyville. A continuing care retirement community would allow seniors who have given so much to our town to stay here and be cared for. It's an unmet need for an ever growing and needy part of our town. Think meeting transportation needs, medical needs, socialization, ADA needs for those active, frail, memory care seniors. We can't overlook them!
See previous responses, has the Wiyot Tribe been consulted with and do they consent?
Senior housing complex, single story managed unit
SENIOR, age-in-place type of housing, friendly to both young and old families! WE NEED THE MIX! Lets create a multi-aged village and community!
Senior-friendly (walkability and access); family-friendly. It should be close to trails, open space and park.
Something beyond low income housing. A retirement village go to.
Stand alone and condo/townhouses should consider solar shading to existing residences
Strict building, cleanliness, and maintenance ordinances.
The area west of the shopping center (behind it) has very little usable land because of wetland regulations and would be a wonderful place to make a multi story low income senior housing with perhaps sports fields and sidewalks for seniors to exercise or watch a game. Daycare and preschool can be included so the old and young can mix.

			Response Percent	Response Count
B			40.6%	116
J			36.4%	104
A			31.5%	90
I			31.5%	90
G			30.8%	88
H			30.8%	88
C			19.9%	57

Clean, old style charm mixed with commerce and a city facelift. We have so many businesses not very visible or inviting. It would be nice to have a walkable area which was patrolled and did not foster drug activity or homeless gathering so that people would actually want to go there. Being afraid to go places at night in such a small town is unfortunate. Well-lit spaces that are safe, clean and a good mix of modern but old charm would be ideal.
Consultation with Wiyot Tribe needs to happen and there needs to be consent before moving forward. This process is disrespectful if the Tribe is being left out and is violating the spirit of the United Nations Declaration on the Rights of Indigenous Peoples.
Contemporary vs Victorian. It would be nice to see elements of both incorporated.
covered areas to congregate during rainy days.
Covered outdoor area
Covered walkways over store fronts because of our weather . Lots of green/landscapes space
D looks nice and countrified.
D: I'm not an architecture history person, but this style seems a good compromise between the "fussy" style of the Victorian-era buildings, and something with cleaner "lines," and more function; I: This is probably at the other end, but it captures the idea behind clean, 'modern' lines, and at least an attempt at blending sharp angles of concrete/masonry/steel, and softer wood components. What really isn't attractive, and actually communicates incompleteness/cheapness, is "J," the fire station. We wondered for almost 2 years when they were going to finish it. The very bottom of the "tacky"/temporary scale is "E", an actual local strip mall at the North end of town. Ugly! Also, some styles just shout "regionality," such as "H," which says "Florida/Dallas/Phoenix/L.A./Dubai(minus trees & bushes)"--but not here! The same goes for "F."
Design is non-critical, use is
Designs feel modern and populated whereas the others give the feel of a ghost town in an old western.
Euro, open, new, modern
fancy, multi-level, grand entrance, attract nicer businesses
Faux cutesy village housing gets old fast, and looks very dated. Make McKinleyville more modern. We have a ferndale, and faux victorian doesn't look good because it is obviously faked. The Fire station is the best looking building in McKinleyville.
Fits with what is in place at present
Goes with our area
H has a nice central open walk/plaza presentation. G & F have an approachable "Marin County" aesthetic. G, F, I & D all have covered walk ways or dining and sitting areas which is nice for Humboldt seasonal rainfall while shopping. J is familiar.
Historically accurate for the area
Homey and small town feel makes the spaces inviting
I am less concerned about the architectural style as I am about the affordability for the businesses and the accessibility for the customers
I chose the ones that do not look like a strip mall. This is McKinleyville's biggest fault--it is not inviting.
I do love the Victorian/Western feel. It brings a little country in as well as down home uniqueness.

I like somewhat rustic and modern options. I think it is a way to demonstrate the town's rustic nature while also capturing the spirit of its evolution.
I like sticking with the old style of A&L feed to pay homage to the old architecture styles from up here and I also like to see landscaping in shopping areas
I like that they are not modern and have rural charm.
I like that they feel inviting.
I like the "home town" feel of the design. Given our rainy weather I also like the idea of covered pathways.
I like the approachability by foot, open store fronts so people can see each other. I also like the older style hardier architecture rather than stucco cookie cutter cheap style that is spreading across the state.
I like the bottom story which exemplifies attractive specialty shops and restaurants and I like the way the residential above is set back a little and maintains a quiet family residential character. We can't accommodate a lot of traffic from outside, so we need to attract residents to the commercial area through convenience, multiple recreational activities and excellent non-car access. Living units above commercial encourages local shopping more than separated adjacent neighborhoods in which residents typically head straight for the car.
I like the charming small time vibe that has always been a characteristic. I feel there are many people who move here from cities and what to change mckinleyville into something they are used to seeing. I think we should make modern improvements but stay true to the towns roots.
I like the clean cut unity of D; it is inviting and easy to have the shops connected. I love the use of plants in abundance in all the
styles. I like the small shop approach as opposed to bigger stores. I like the friendliness of the store fronts in F & G
I like the clean lines
I like the clean/classic small town "main st" feel... not super modern, not too victorian, landscaping, outdoor/indoor eating options
I like the country feel or a small town coffee shop feel. Native landscaping, edible landscaping, and insectaries are important.
I like the coziness of them. Small unique, cute, makes you want to go in and check it out.
I like the housing above both of my seletions
I like the idea of playing off of other buildings that are already in town, except the large box stores
I like the intimacy feel and quant look of this style.
I like the landscaping and two story for good use of space.
I like the look of some contemporary-style buildings mixed with buildings with a more historical feel. I also would like to see LOTS of greenery/flowers, especially with the use of native plants
I like the looks of it. Feels homey but still modern
I like the modern feel but with neutral tones that wouldn't clash with the landscape.
I like the modern, new age, downtown, open Friendly neighbor like town feel and look.
I like clean landscaping with large rocks, white birch trees, imitating stream or creek like settings

I like the small town look. Not a fan of a lot of concrete and pavement, especially when the buildings look like concrete.
I like the smaller village-type feel of the architecture.
I like the SPLASH of the ultra modern one - it makes a statement not like the others. McK has no statement, no image, no imagination, no originality. Although this design would not have to be The One, something like it, would be quite a change for our town and would focus the intention to Have a Town.
I like the street level buildings for ADA access. I like that open feel of the windows on the buildings and welcoming vibe they seem to embody.
I like the tall buildings that will allow for nice design, but also shops/office buildings with residential above. Landscaping is also an important aspect, most importantly though, would be to connect commercial uses to civic and open space uses for biking and walking.
I like the varying heights, I like the central gathering spaces, and landscaping in shopping areas.
I like the victorian feel but I also like the idea of apartments above shops. I also like the idea of a fountain with bench seating around it and landscaping with lots of greenery.
I like the Victorian feel. I would appreciate more trees & other landscaping. (Not bark corrals like on Central now.
I like the welcoming feeling of the old town building, and the small shop with awning and table. But what gives the old town building character is it's age. Since these are new buildings they should reflect their age. Outdoor seating and natural wood/stone elements, wood beams, lots of light (windows) are welcoming newer designs. Overly large shopping center complexes are not right for Mckinleyville.
I like the western look
I like to see trees and landscaping in public areas. I also like buildings with good design at a pedestrian scale.
I like unique store fronts not generic looking ones.
I like Victoria/Old West designs the best. While I like the new fire station, I like the feel of Old Town Eureka.
I like welcoming, old fashioned charm. Open fronts, lots of windows, "open arms". No more 60s ranch style, flat tops, dated looks. Bring the charm, people will come.
I like windows that get good light, multi purpose space, efficient, quality building materials, modern buildings reflecting the best of contemporary architecture, with lots of native plants, walkways, light.
I really like how nice modern buildings look and I fee like they utilize using space efficiently.
I support tall, dense development in this area -- focus on walkability.
I think being able to walk from shop to restaurant or office, under a veranda type cover, for those drizzle days, and scattered showers.
Knowing I could take care of business, maybe a little window shopping, make my way to lunch, perhaps an after lunch meeting, without getting wet, might plan more time for a downtown visit. Park the car and walk.

keep it simple a cost effective. The new FD looks good. McKinleyville will never change it will always be a strip of commercial surrounded by residential.
Landscaping and a modern feel
Landscaping and areas that are aesthetically pleasing to see and sit and enjoy. Modern is better than victorian. No strip malls. Outdoor restaurant seating is really nice, as are parklets (the parking spaces turned into outdoor seating).
Landscaping and romantic architecture.
Landscaping with correct plants for area. Dense not rocks
Landscaping, a "center", contemporary but not ultra-modern
Landscaping, a mix of public space, walk & bike-ability and vehicle accessibility would be ideal.
Landscaping, small town feeling (i.e., NO big box stores and a shopping center feeling).
landscaping. low profile
Like modern feel
Love the modern feel ... simple and not too busy
Low-rise to fit in with the current built environment, but still addresses residential and commercial needs. Traditional to somewhat modern for the same reasons. The "new" McK, needs to feel visually cohesive with a more urban density to encourage walking.
Maintain the "gentrified country" feel of the town.
Major shopping departments would be amazing!!!! I say make it fancy so increase the value and economy of McKinleyville.
McK evokes more of a 20th/21st century suburbia feel, so a town center circa 2030-2040 should look more modern than Victorian or Old Western. Minimize car parking, and hide it. Multistory buildings, with human-scale frontages. Varied heights add visual appeal. Landscaping integrated throughout; integrate landscaping with the walking and sitting environment. Higher density for pedestrian scale--meaning the density propels people to walk around the whole center, and visit multiple attractions within the center. (Basically the opposite of the drive-in commercial malls of the last 50-70 years.)
McK should have a modern feel with lots of nature and trees throughout.
Mckinleyville has so many bland shopping centers. We need something that leaves people feeling like this is a quaint, fresh place to be. We already have a Ferndale (victorians). We already have a Eureka (strip malls). PLEASE make Mckinleyville a fresher, place where old and young people want to spend their time.
Mix a couple buildings based on the historic look of A&L Feed with newer construction. Use some natural wood to highlight along with colors reflecting the natural palette of our area. Things like the grey/green of an alder tree, the color of a Trillium, the blue of the sea and the dark red brown of a redwood.
Modern
Modern and upscale. The brown strip mall at the end of Central by Ace, whatever that design is make the new stuff the opposite.
Modern feel with plenty of landscaping.
Modern yet keeps THD feeling of a small town. Lots of landscaping
Modern, clean, efficient, connect indoor and outdoor spaces.
Modern, eco-friendly designs with native landscaping.

The above option is clean and attractive. Small shops that are aesthetically pleasing to the eye appeal to me.
The architectural style will be a key component to make a successful town center. Other options to explore should elements of 1700's-1800's east coast and New England villages and old world European city squares. Other ideas to draw from are Downtown areas such as Walnut Creek, newer development as in Healdsburg, Gaslamp Quarter in San Diego, etc. There are many more examples across the US and internationally to explore. Creating an architecturally inviting, socially warm and vibrant town culture with a good mix of business and entertainment options is important for success.
The finishes should incorporate wood elements to soften their look and to fit into surrounding areas. They should also bring in natural light within the building when possible. A modern, sleek look would not fit in our town.
A shed roof is more affordable to build and should be an allowable design feature.
The look is an older looking design. More character.
The look of A&L Feed is wonderful, but again, housing should be a priority. I don't want to see more empty storefronts, even if they fit a certain aesthetic. A vibrant town center should revolve around people and community. People need affordable housing. Businesses can use or develop already existing empty storefronts.
The reality of homeless, panhandling, loitering and sleeping in areas will happen if we don't provide living options for the homeless. Low income housing , transitional homes, or tiny homes is the answer. When we support this , we are inclusive and in return get the respect of a community member. We can all live together. We need more and better options.
The Victorian-type architecture is nice, and the small/cozy feel. However, none of the options provided would clearly allow for 3-5 story buildings with mixed uses, which are necessary.
There is a covered area for when it rains. Its modern without being too bold.
They are either historic, quaint, or artistic...encouraging of unique small businesses.
they match what we have in other areas - historical charm. I also like a modern feel.
Unique, eco-friendly with a modern style.
Victorian architecture is nice. No higher than two stories, otherwise there's a privacy issue with being able to see into the backyards of nearby neighborhoods.
Victorian feel and landscaping
victorian, village
Village feel and scale but not too kitschy.
Walkable
We have few historic buildings left in McKinleyville. Let's make sure they are adequately maintained and preserved for their historical as well as aesthetic value.
We need some character. Please no generic strip malls!!
Windows, landscaping,
Would like to stay away from: mediterranean and modern. Create intimate spaces connecting commercial/residential

Fairfax, Marin, San Anselmo, Healdsburg, Hopland, and Danville are all nice. Hopland is the closest that has really transitioned.
Family fun center for all ages!! With arcade, go carts, mini golf, rock walls, trampolines, foam pits.
Ferndale has some nice building designs that could be replicated in the town center.
Ferndale looks great.
Ferndale. Weaverville. Old San Francisco. CHARMING homey type structural designs, with lots of bright colors (not neutrals). Modernized Victorian is fine, but bring the charm back. It will upgrade class, and bring visitors of all ages. We don't want to be seen as 'Okie' anymore. Let's be known for charm, like Ferndale. NO more racism. Be sure to incentivize business and families of minority origins! Let's keep our rural flavor, by still reflecting 'farm values' and inclusive of our Equestrian history "Where horses have the right of way". McKinleyville STILL has LOTS of horses. Let's encourage that, and outdoor activity for our youth AND seniors! Bridle paths. Tie rails with safe harbor for those that want to ride to town, picnic, shop. Alternative forms of transportation should include horse friendly modes, and infrastructure!! Blue Lake is doing this with BIG success!
Fire station architecture.
Firehall is nice
Firehouse in McKinleyville is a great look.
Have you ever seen pictures of Carmel by the Sea, CA? I think that's what I'm thinking here.
Having a more modern look would be nice, like some of the cannabis businesses that are popping up. Modern with wood and metal.
What we definitely shouldn't try to do is create a replica Victorian or western town look. That only works when the buildings were actually built in that era. But the strip mall look currently running down Central is just awful, not inviting at all, I rarely go to those businesses even though they are nice businesses. We need a central square type area, no cars!
Having lived in wine country for 20 years I found the Healdsburg Plaza to be very popular and a magnet for locals and tourists
Hendricks business complex with indoor plants and trees and open areas. Very nice.
I also like the A and E Feed Store look. Too bad the car lots are with us!
I can't think of any at the moment. Nothing like Valley West, though.
I do like the opportunity to continue architectural styles from the early 1900s.
I don't want to see any more metal buildings. I do like to see a well thought out use of space and multi purpose uses for the community.
I enjoy the Plaza in Arcata with the shops around it, apartments upstairs. It is a good way to get all I want in the same space.
I forgot the term but use the sun to help with heating make sure to design to cut down on use of energy, green/eco friendly designs MHS's building trade teacher already does great work for this in the community Mrs Enos.
I like historic embracement and reject malls. Incorporating local indigenous style would be appropriate also.
I like old town Eureka and Arcata square

No. The design should be determined by the property developer. They are the ones that are putting up the money, will need to find tenants and will need to maintain the development.
No. There are no mixed use developments in McKinleyville with shops and restaurants on the ground floor, offices on the second floor, housing on the third floor, and roof patios/gardens.
No. To preserve our open space character, we need 2nd story retrofit designs for additional housing with structural plans which can be added above existing one story commercial and housing units. These additions should blend with the original structure and be slightly smaller to reduce the visual impact of the additional units, and they should be restricted to buildings where additional parking would be minimal. Pre-approved attractive, compact parking designs should also be available. Upward mother-in-law and apartment additions are preferable to adding residential/multi family neighborhoods in the town center.
No. Would like to see a repurposing of already existing structures.
None I can think of.
None that I can think of, but I imagine if you looked in Idaho or Montana or somewhere one could find some good examples
None.
Not convinced we need "design standard" for new business facades. Instead let's set "Green Building" standards.
Not much of what's in McKinleyville now, except maybe Mill Creek gym.
Not really
Not that I can think of. But I think using local companies (like Alchemy Construction?) to design and build is the best option. Not only will it support our local community, but it will add character rather than making everything look "cookie cutter". Please do not hire an out of town company to do this process. That is a huge slap in the face to our community. (Looking at you, CVS).
NOT the box look of the old Rays or K Mart. NOT the modern lines of the fine station. Certainly NOT that characterless strip mall of E.
I love A & L Feed but a whole town of that would be so out of place and pretend.
Not yet! Possibly Bigfoot Taproom.
Nothing comes to mind at this point, BUT, the style of the library/ senior center "complex" isn't bad.
nothing specific
Old Town Eureka and Ferndale with a emphasis on old western and Victorian styles
Oldtown and 4th and 5th streets in Eureka are good example for appropriate density and building height
Our shopping center in an abandoned eyesore with ridiculously high rents and poor condition. Something needs to be done about it
Plaza in Arcata. Downtown Ferndale. Bidwell Park in Chico.
please create small town feel. no more concrete big box no strip malls please. please provide open space and more walking/biking trails.
Please no little strip malls. I think the Arcata and Sonoma plazas are aesthetically pleasing
Possibly the fire department and the new brewery.

The totem pole building. The totem pole is a historical focal point of our town and is in many travel guides. The totem pole was made by the artist Ernie Pierson who built the shopping center and donated all the land behind the fire department for public use. Many decades of work has been done on those properties to develop what is truly the center of our town. I would like to see the heart of our town center be between the library and activity center with a tree lined walkway to from the road that goes between Eureka natural foods and the vet clinic. The trail would start at that road and go towards the sherriffs office and wind around to the skatepark. If we had trees lining this sidewalk we could have them lit up for a Holiday and celebration events. The walkway of trees is Carol Newmans idea and I support it.
The United Indian Health Center has some beautiful architectural concepts, both nature and culture inspired.
There is little that is attractive in McK now, to replicate.
To preserve our open space character, we need 2nd story designs for additional housing with structural plans which can be added above existing one story commercial and housing units. These additions should blend with the original structure and be slightly smaller to reduce the visual impact of the additional units and restricted to where additional parking would be minimal. This is preferable to putting residential/multi family neighborhoods in the town center.
Town & Country Village, Palo Alto -- this kind of layout that includes landscaped and hardscaped walkways but with a more "western" architectural theme.
Turn the Bella vista shopping center across from the brewery back into a hotel.
Yes

Of the following transportation-related efforts, what do you think this plan should prioritize? Think of the Town Center Area, which includes Central Avenue between Hiller Road and Railroad Drive (1= very important, 5 = not important)

Improving pedestrian safety

	Response Percent	Response Count
1	56.5%	166
2	11.6%	34
3	9.2%	27
4	5.1%	15
5	15.0%	44

Improving bicyclist safety

	Response Percent	Response Count
1	48.0%	141
2	15.0%	44

	Response Percent	Response Count
1	35.4%	104
2	17.0%	50
3	20.1%	59
4	10.9%	32
5	12.2%	36

Providing adequate vehicle parking

	Response Percent	Response Count
1	25.5%	75
2	21.4%	63
3	22.1%	65
4	12.2%	36
5	13.6%	40

The McKinleyville Shopping Center is only a short walk across Central Avenue from Pierson Park. How could the County work towards safely linking these two destinations in the Town Center Area? (199 responses)

?
1. Significantly reduce the volume and speed of vehicle traffic on Central Avenue.
2. Divert/restrict vehicle traffic as it enters the Town Center zone.
3. Until pedestrians can cross Central Avenue without concern for encroaching vehicles, all other plans will be moot.
A footbridge across central
A greenway bridge would be excellent over busy central ave
A nicely designed pedestrian overpass/arch over Central Avenue connecting the two.
A pedestrian/cyclist overpass at central.
A special big crosswalk, or maybe brick path? Something like they have in front of the akrley center in eureka.
Ideally the town center would have peripheral parking but it its self be a car free zone.
A town shuttle
A trail system with lighted arrows at crosswalk on Central Ave

Another idea would be to build pedestrian bridges over Central Ave. This would eliminate a lot of safety issues.
Build a walking path through or around the McKinleyville shopping center.
Build an over-crossing bridge, similar to the one near HSU which leads to the city of Arcata.
Bulb out cross walks with flashing lights indicating a pedestrian is crossing
By building a path across the field behind the bank that's often overgrown and muddy.
By making a larger crossing area and larger corners to stand on when you are trying to cross. Make a better pathway from shopping center to the light by the sushi spot. It is crowded and a little odd at that entrance for bikes and pedestrians. Lower speed limit through center of town it should be 25 from school road to railroad ave.....
Can you infill the car parking? Although the walk is only 0.3 miles, 2/3 of that walk is through parking lots. Parking lots make for a lousy walking experience. Do whatever you can do to retrofit the area to pedestrian scale. I presume it will take monumental partner-building efforts to get private property stakeholders on board. But, they may want the same outcomes, so assume there's hope and common ground!
Central Avenue will have to be completely redesigned to make it pedestrian-friendly, and it can't just be at a single intersection. I recommend a road diet bringing it down to 1 lane in each direction and adding buffered bike lanes, much wider sidewalks, benches and other street furniture, public art, etc. Increasing the pedestrian interval at traffic signals to give people longer to cross, and starting the "walk" signal first (a leading interval) are also needed, as are additional mid-block crossings in the town center. Pedestrian scrambles should be considered at major intersections. Driveways and large parking lots should be reduced.
Consult with Wiyot Tribe first before doing "community" surveys.
Convert at least one intersection to "Full Walk" or all direction walk with no traffic motion or turns during that short time.
Create a "yellow bricked road" type of colored path that is highly visible and thus is safer and draws people in. More community events that have you walk from either shopping center to get people more comfortable.
Create a paved path through Pierson Park into the MSC, separate from the current intersection into MSC (too many cars moving quickly through that intersection).
Create a safe pedestrian route through the existing parking lot, enhance the crosswalk across Central and improve visibility for pedestrians with bulbouts or other features.
Crossing Central is a BIG barrier. Need a pedestrian walkway.
Crosswalk blinking lights. Public education of pedestrians and bicycle riders to cross safely. Laws are already in place for motor vehicles. All parties must accept responsibility for safety.
Crosswalk is fine? Has anyone ever been injured crossing this crosswalk?

Good question
good question. I hope youâ€™re getting some creative answers.
Having a clearly-defined, pleasant route would help --Walking through or past parking lots is not inviting.
Having a feel of continuity between the two with landscaping. Upgrades to make it a prettier walk.
Having designated pedestrian walk path
I appreciate those very bright fladhing lights at high traffic pedestrian crossings.
I do not have any ideas for this.
I feel like the current crosswalks with lights are adequate.
I feel the current stop lights and crosswalks are sufficient. Maybe more law enforcement presence between after school and "rush hour". 3 - 6 pm.
I know its expensive but what about some kind of an pedestrian overpass. Although I think if the traffic lights are long enough it doesn't seem to be a safety problem with pedestrians crossing the Central, if they cross at the signals.
I like the example route trail to help direct pedestrian traffic towards a crosswalk.
I like the lights that flash when a pedestrian is walking on the cross walks around town. Maybe more of those at the intersections? Or like they have on bridges, a barrier between the cars and pedestrians. I haven't driven though at night often, but more street lights might be good, so people dont get ran over.
I really like the blinking pedestrian lights currently in place at a main crosswalk in town. The other 'rainy' night, I was blinded by oncoming traffic and I would not have seen any pedestrian in the area. Thankful for those lights as there were people there attempting to cross. Well lit and very defined path would be great. Historical references, benches, etc so that the path is utilized more often, dog and horse friendly as well.
I think by adding some traffic circles and a more defined walkways to link the two areas would be helpful. That could also link the existing community and teen centers together with the park and shopping center
I think itâ€™s fine the way it is
I think that the sidewalks and crossings are appropriate for current use.
I think the existing crosswalks are adequate. I think tribe previous "improvements" that were made to the crosswalks on central seemed unnecessary, and I donâ€™t think they made it any better. A waste of money in my opinion.
I think the two destinations are linked well.
I think very limited parking should be offered. Existing paved areas around the Gazebo area on the Pierson Property could be strategically utilized for visitor parking to the development. This housing unit should be geared toward seniors and adults that prefer live/work/walk/bike lifestyle and do not want to drive. One car per unit could be permitted. There could even be a nearby, off-site parking area that could be paid for by tenants, so as not to take up more green space in the town center than necessary. Ideally, McKinleyville residents that want to come to a performance or restaurant business, or the park, could walk or ride their bike to the town center. The planning design should force fewer vehicles, or none at all. The purpose is a pedestrian and bicycle friends, live/work town center.

Make the cross walk feel like a dedicated walking space. Use various materials to your advantage in this. Don't make it feel like an impediment to the traffic, but a main attraction of the space. This could be aided by making the space less parking lot focused, but that would be dependent on a significant overhaul to the space as it is currently structured (i.e. moving Safeway to the front of the parking lot, with direct access from the sidewalk, with parking behind, or, alternatively, making the parking lot into a park/town centre, and providing parking behind the current structure.
Alternatively, providing alternative roads for driving could enable central ave to become more pedestrian focused.
Make the walk prettier and have signage.
Making the crosswalks more efficient.
Maybe a pedestrian overpass. There have been several instances where teen drivers have almost hit us while crossing the street using the sidewalk.
Maybe a walkover bridge. I do not feel safe crossing central. The parking lot layout is not pedestrian friendly.
Maybe an elevated pedestrian bridge or perhaps a protected path way through Central Ave.
Maybe investing in a larger green space there at that intersection with a clear nod to the pedestrian. (flowers, art installation, etc.)
move the bus stop further up. A lot of what makes that area "unsafe" is that the crosswalk going into Safeway serves as a gathering point for transient individuals since it is so close to the bus stop and shopping.
Move the shopping center to where the old Rays, Dennys, etc is, and put a park with a lake and trails and a fenced dog park in place of!
No
No one feels safe crossing Central. Maybe a pedestrian bridge.
Not sure
Nothing @ present to even think about a connection. Perhaps signage.
Okay, a pedestrian tunnel is , in cost terms, off the scale--but, talk to someone who's been to Seoul, Korea: the Koreans went all out prior to the '86 Olympics, and put in below-ground pedestrian walkways around their downtown areas. In Davis, taxpayers built a tunnel just for toads. Toads don't require lighting or security, however, and the crime rate in South Korea is probably a lot lower than here. How about a pedestrian OVERPASS? I have seen these in various cities in the US. Either of these ideas would be safer for pedestrians and bicyclists than a textbook controlled intersection.
Other options for Traffic, a grid of streets so that travel down Central is not the only option. This is important to create safe spaces for our young people to walk and bike in our town.
Over pass for bikes and walking. Median strip somehow.
Overcross pedestrian/bicycle bridge
Overcrossing pedestrian walkway similar to HSU pedestrian bridge over Hwy 101 into Arcata.
Overhead bridge
Overhead bridge. It is surprising how many people are hit by cars in this community.
Overhead pedestrian walkways. Especially, in front of the middle school.
Overhead walkways

Slowing down traffic on Central to 25 mph in town center area, provide a safe median at crosswalks for pedestrians to have a safe stopping/ resting place as they cross the 5 lanes of traffic.
Small road/driveway between the two.
That is a good question. A pedestrian bridge? Or create two main north/south roads through MCK with one way traffic on each? Put bump outs on each? Timed traffic lights? A free city bus that goes around the main shopping and recreation areas?
The crosswalks in place are adequate. Hiller needs curb and gutter installed for pedestrians.
There already is 2 stop lights at location, to do anything else in my opinion is a waste of resources.
There are still areas lacking sidewalks that connect in direct routes between these two destinations. This is a town-wide problem that the county needs to address too. Places like Sutter Road and Azalea Ave lacking comprehensive and complete sidewalks and bike lanes for safe non-vehicle transportation.
There is already a stop light on Central so not sure how to improve on that short of building a walking bridge. Making sure the sidewalks are maintained with plantings to improve the quality of the walking environment.
There is plenty of sidewalks to get there.
They are close with a busy street dividing them, making the cross walk wider and more noticeable will make it safer and link the two.
They have already done that with the stop lights, McMacks' road improvements and school crossing patrols.
To simply link the two destinations, a more adequate crosswalk installation needs to be made by the county at Central Ave with lights, blinking flashers, etc.
I do not believe an overhead bridge or tunnel is of need. This could be very creatively done and integrated into the theme of the new area, it would however come at great cost to taxpayers.
Town Center Trolley
Traffic lights are already in place. Proper programming/timing of the lights and pedestrian buttons would be fine. Roundabouts ARE NOT pedestrian friendly, yes they are a traffic calming device but they do not provide the safety to pedestrians when compared to traffic lights.
Trails and pathways
Tree lined paths with pedestrian and bike lanes
Uniquely designed street lamps, or tree lined path along with wooden fencing that lead to the desired path in each direction
Using mini-buses.
Visibility, signage, better crosswalks
Walk over bridge (over Central) for just biking or walking
Walk/biking path
Walkable bridge
Walkable sidewalks and timed traffic lights for pedestrians
Walking / bike path.

7' wide bike lanes with narrower car lanes (traffic slowing). There are too many accessing roads and driveways on Central Ave. to be safe for everyone. Better to improve the midtown corridor, McKinleyville Avenue and Railroad Drive. A 10' wide bike/pedestrian path like the Hammond Trail with ample grass on each side can be good where few driveways and streets cross it. The midtown corridor could be a lot better if Michael Corbett's guidelines were implemented. Buildings should face it, just like they face streets and sidewalks. Trail Environments should be interesting and not hidden from public view. Fences should not block trail observation.

A completely separate bike path.

A designated pathway & bikeway that stretches from Airport Road to School Road. Landscaped to make it attractive to use as a walking trail.

A designated trail would be nice

A sidewalk all the way from ENF to Murray on the East side of Central Ave!! And a wider bike path! Maybe a designated crosswalk somewhere before the bridge so there's a safe place to cross between A&L Feed and Ace Hardware. Right now it feels unsafe to bike along Central Ave.

A sidewalk along Central from Railroad to Murray on the East side

Adding more roundabouts vs. stoplights would be a good traffic calming measure.

Adequate public transportation would alleviate much of the congestion.

Already been done, although I will say I hate the new cross walks as it slows vehicle traffic down and increases time to get through town. They are not that far from street intersections which people can already use.

At the first exit into McKinleyville make it so that traffic has to stop at the top of the hill to make it safer for pedestrians. The two very public accidents this last year in the area show how important it is that we make people slow down in this area.

Barrier between cars and pedestrian/bicycles

Barriers around the bike path would be ideal.

Better side walk in Safeway area its disconnected, swirls around

Better sidewalks for pedestrians. Well marked bike lanes.

Bike and pedestrian Lanes that are separated from traffic.

Bike lane the entire length of Central, preferably separated by a strip of grass or landscaping. While not a popular idea, consider closing off south and north lanes with a barrier between the two, so drivers can't cross traffic along the length of Central. They would need to use the closest signaled intersection to make a U turn safely.

Bike lanes actually separated from traffic

Bike Lane also

Usable by golf cart type

Vehicle for seniors

Cameras on the traffic lights.

Center median throughout central avenue to provide greenery with trees as well as improved safety for cyclists and pedestrians.

Central Ave is very wide and unappealing for both foot and bicycle traffic. More greenery for shade and reduction of traffic noise. A landscaped strip with trees and bushes down the center of Central throughout the shopping areas would improve appearances and perhaps make it feel less car-centered and more pedestrian friendly.

I notice left turns are tricky on Central for a bike. Until we have the above mentioned "park over the road" I guess we should slow traffic to 25-30 mph for the town center area, and add signage to share the road with bikes.
I think a lot of the improvements that have been made already are great
I think Central Ave is a bit of a nightmare for bicyclists as well as pedestrians given so many driveways in and out of businesses...however, I don't have a solution in mind other than parallel pathways for pedestrians and bicyclists. I like keeping our main business hub on Central Ave and would not want to diminish that.
I think it's fine the way it is
I would like to a little camera surveillance along the way. There are many children walk (mine included) that way the route daily and it would make for a safer space , especially with the homeless/general public that also use the same route daily as well.
I would like to see all the pedestrian safety measures to extend to at least the middle school. It really should extend to maury because students walk on that side of town too. It is very unsafe to walk. In fact I find this project way more important than the town center.
I would like to see traffic lights timed as they are on 4th and 5th streets in Eureka. Having to stop all traffic because a car pulls out of Starbucks is ridiculous.
I would like to use the new green bike/skate lanes more but I end up using parking lots and cracked sidewalks. This is because the new green paths are never cleaned. These paths make it more dangerous for me to use because they are littered with rocks, plant matter, garbage. Does McTown have a street cleaner? I love to skate but find it very troublesome in McTown.
Also all the new light in McTown make it difficult to travel by car. The lights are not timed together well. Look at Eureka 5th st where the lights link up at the same time. This would allow Central to move traffic through giving the side streets less immediate priority. Maybe the weight censored are good late at night when there are few cars on central but during the hours of say 7-7 central should be allowing main traffic to flow in and out. I consistently get stoped at every light between entering town and my office on Holly. Usually I get stoped for one car, and they may not even need the light but can turn on red. This is not only a disturbance for me, but the rest of the main thorough fare as well. To get stoped at 4 lights in a mile is too much.
Also people need to become better median users, but I don't think the county can do much except lead by example.
I'd like to say whatever you decide do not hire the same people you hired to do the last changes on central ave. Geez! They didn't put the cement middles at the intersections in the correct place. I end up driving over them when I make a left turn onto Central from Heartwood or I must go into the right lane partly to get around the cement divider which I don't want to do. And it's dangerous because the cars opposite at the intersection making a left turn have to make such a wide turn trying to avoid the divider that they've almost ran into me!
If everyone follows the rules there are no problems
Improve safety and accessibility for people who use wheelchairs! Hire a consultant who uses a wheelchair or who is very familiar with access issues faced by wheelchair users!
Increase sheriff patrols.
Keep lighted crosswalks, signs, etc. will keep accessibility safe

No, the recent changes to Central Avenue only made the street even more congested, distracting and dangerous for *everyone* who uses it.
No, there are enough bike paths and pedestrian crossings if the public would use them properly.
No, we have those already!
No. I believe we have enough. We just need to make them safer and cleaner. Perhaps the bikers and walkers need to use all the streets that are off central more often. We already have lots of walking and biking trails on and off central. The priority with walking and biking should be to make the off central paths safer not to make more. This would probably require more security folks checking trails. I really like it when we have "bike sherrifs" that are patrolling. Especially important on our Hammond trail and the mid town trail. Maybe a SCOP bike group could help?
no. that has already been completed.
None that are reasonable, I would put pedestrian "islands" where ever possible. Make it easy to get across the street on foot! At least half way, an island of safety and then do two more lanes.
Nope, thanks.
Not sure if it applies to central but a lot of sidewalks around here have poles in the middle of them which make it hard to walk and ride bikes on
Oh yes. There are large right-of-ways on either side that are not well used. There are alleys that are not used at all. The parking is ultra-huge in some places and fairly non-existent in others. It seems like the county could work with the land owners and improve on all of these.
Pedestrian accessibility would be improved by installing more benches to sit on. This would encourage people to gather with friends and neighbors.
PLEASE PLEASE PLEASE look at the entrance to Bartow Road from the bottom of the hill on Central. Cars come down that hill driving 55-65 mph. There are hundreds of people who live up Bartow. Pulling on to Central (either way) is very difficult. Turning left to head up the hill is damn near life threatening. (particularly from 7-9am and 4-7pm). This is a safety issue that must be addressed. A light at this road could also dpuble as a great place to hang an arching welcoming sign (think willits) which could set the tone for our town.
Please remember that most people are not able to use a bicycle as a means of transportation. Do not sacrifice the welfare of the motorists to encourage walking and bicycling.
Police enforcement of preventing jaywalkers and grown men on bikes from swerving in and out of traffic.
Protected bike/walk lanes
Reduced speed and enforcement
Road diet - remove lanes and/or safety zone...not sure how to maintain vehicle access to businesses while reducing the width of vehicle travel lanes but there is an engineering solution that can be figured out - that much I'm sure of! Limit speeds, put in bulb-outs, planter boxes, placemaking to slow traffic and encourage more walking/biking.
Road striping and painting lacks regular maintenance. For example, in the Safeway shopping center there's STOP areas where the painted lines are basically gone. This lack of maintenance is unsafe and also shows a disregard or inability of the county to maintain its infrastructure. This also leads me to believe that something like a creating a vibrant town center is "pie in the sky" when the county fails to meet or address its basic road maintenance issues along Central, and in general, all around McKinleyville.
Robust and plentiful law enforcement.

Trees. Trees trees trees trees, and the eagle American flag banners make us look like Kentucky or Alabama. I would love to see those changed.
Use the following road prescription along the length of Central from Murray to School--thereby also including the town's North and South "gateways": reduce Central Avenue to one lane each direction with a center median. Use leftover roadway prism (one lane each side), plus existing sidewalk and Bridle Trail, to create recreational alt transportation lanes (ped, bike and e-carts etc) that include parklets, benches and popup commercial (street vendor) spaces.
Well marked bike lanes and maintenance to make sure potholes do not cause safety issues.
When you plan it for equestrian usage, EVERYBODY BENEFITS. People walking, biking, rolling, are safer! Gets people out of their cars. More connected to their community. Lets bring back some HORSE history. Remember Pony Express Days?? There were horse activities and Festivals for a reason. Do you know how many BILLIONS of dollars are in the horse industry?? Think how charming that could be... like Ferndale, with carriages, 'costumed festivals'. Offer outdoor activities, that will encourage more community, and re-ignite pride in identity.
Wide grassy meandering walk ways/pathways not all set adjacent to the traffic on the roads
Wider bike and pedestrian walk way
Wider bike lanes. What about bus services? There is no mention of buses in this survey. Public transportation is imperative as petroleum resources become more scarce and increasingly costly, our community grows and our residents age. Lets work toward sustainability!
Wider sidewalks and bike paths separated from traffic
Wider sidewalks, fewer driveways and parking lots.
Wider streets or bike/walking paths further back on property from the traffic
Work on sidewalks on other parts of central. The southern part of central is dangerous. The northern part, north of Murray, is dangerous for kids walking home from school, as well as residence walking and running for exercise. Equestrians and bicyclists also have to ride with a lot of caution. You would not know the speed limit is 45 mph on the north end. It is a racetrack.
While thousands of dollars were thrown away on the monopoly board downtown, there is no safe path to the beach or to northern housing developments.
Yes a good bicycle path/ walking path on central all the way from the highway at the south end of central through town and back to the highway and clam beach frontage road. Also good paths all the way down down murry, railroad, mckinleyville ave and hillier roads to connect the center of town to the hammond trail. This will connect the new trails in the town center and make it easy to access useable outdoor space, without having to walk or bike through dangerous spaces.
Put in a light at the murry road central intersection. There is too much traffic to safely cross from the east to the west side of central there.
Yes but that would entail making central more like Arcata from the sunset exit to Samoa Blvd. Frequent stop signs instead of stop lights. Having other roads to get to housing areas so Central would service less vehicles coming and going from home to and from freeway.

How do you feel about the following statement regarding wetlands in the Town Center area? (1= strongly agree, 5 = strongly disagree)

Any wetland impacts to Town Center wetlands should be offset by wetland restoration in other areas of McKinleyville

	Response Percent	Response Count
1	43.9%	126
2	15.7%	45
3	18.8%	54
4	8.4%	24
5	13.2%	38

As defined above in the Community Plan, "open space" can mean a number of different things. How would you prioritize the following types of open space for the Town Center area? (average priorities over 298 responses)

1. Undeveloped nature preserve with trails
2. Developed central square/town green
3. Landscaped public park designed for recreational activities (like Pierson Park)

What would you spend money on in McKinleyville but don't because you don't have good local options? Please list up to four things. (250 responses)

• A "dessert diner"--type restaurant, that's open after 6, and offers more menu items and dining space. • "Small box" clothing outlet, such as ??, with better quality than K-Mart. Hint: the Ray's building is vacant! • Known brand candy store, such as See's • Some "out-station" of CSU Humboldt, such as the radio station (which the campus can't seem to accommodate)--this location would be
• a good Chinese restraunt • A shop to sell local arts and crafts
• A good family dining restaurant • Retail stores other than K-mart • A buffet style restaurant
• A variety of restaurants • A collection of specialty shops • Home decor and furnishings.
• A venue that would support performing arts (local and touring acts) - most of the venues are in Eureka & Arcata • Makers Space/Art Studio Pop-Ups - can be rented out to arts & crafts instructors/groups & artists • Hands-on Science Museum that would be fun for children & families a la Exploratorium. Nothing like that here.

• Small retail • Keep business on central
• Better places to eat (dinner) • Sporting Goods • banking • Food
• Bicycle store • Computer/electronics/camera store
• Bike repair • Normal adult clothing
• Bike shop • More high-quality/interesting restaurants • Anything walkable
• Boutiques • Food • Safe park • Public landscaped outdoor area
• Burgers • Clothes • Electronics • Ethnic foods. (So much pizza/Mexican!)
• Change the name Mckinleyville to Clam Beach! • Create an area with a large lake and trails
• Chinese food • Indoor activities for adults • Indoor activities for kids • Clothes
• Chinese Restaurant • Sporting Goods
• clothes
• Clothes • Variety in dining out • Cultural events
• Clothes shopping • Urgent care clinic • Shoe shopping
• Clothes • Fine dining
• Clothes • Pet supplies • A fullsize skate rink with arcade. • Music Store --LPs and musical instruments
• Clothes • Shoes • Craft/Sewing supplies

• Home goods • Groceries
• Clothing • Shoe store • Nice restaurant • Craft store
• Clothing • Sports gear • Restaurants • Building supplies
• Clothing/shoe store • A big box like Target which was already shot down I guess. • Home depot • Decent restaurants..the brewery overpriced,horrible acoustics,sick of mexican food,sushi has zero privacy or ambience.
• Craft items - fabric, beads, etc. (could also be located at Mill Creek mall) • concerts • quality clothes specialty shops (tho I hope we keep KMart at Mill Creek).
• Craft materials, sewing, yarn, fabric etc • Shoes • Clothing • Fish and chips
• craft stores, NONE in McKinleyville • Trader joe type stores • Restaurants other than mexican or pizza • Variety stores
• Dairy • Beans • Veggies • Fruit juices
• Decent clothing stores, like Target, Kohl's™s, etc • Restaurants like a steakhouse or diner • Winco (less expensive grocery store) • Indoor kid play place
• Department stores like Macy's or Crate n barrel • Nice community theatre • Museum • Shopping
• Designer boutique stores • Upscale salon
• Dining in a good restaurant. The alternatives are unattractive to me. • Costco Gasoline • Costco period
• Dining out (I'm vegan) • Medical needs

• Groceries • Work clothing • Home improvement
• Fabric Store • more options in dining out. • performance venues
• Family outdoor gathering places. • Fun family game places • Bowling alley • Disc golfing
• Farmers market • Clothing • Los bagels • Outdoor sporting goods
• Few shopping options
• fine dining • art supplies • small appliance repair • shoe repair
• Fine dining • Art • Private recreation • Clothing
• Fine dining • Entertainment • Concerts • Shopping mall
• Fine dining • Wedding/Formal wear quality clothing • Furniture/Appliances/Home goods • Fun events/adventure center
• Food • Food • Food • Food
• Food, there is a lacking of diverse reseraunt types in town • Clothing/department stores. Sears closed, Kmart is following it appears. Need a good department store • Home depot, could use a decent home improvement store with good variety and prices (ace and thomases is alright, not in the same calaber as home depote) • People would come from as far away as eureka for an indoor childrens play area. There is none in humboldt county. A shame for an area with so much rain and low temperatures.
• Food/Restaurants • Household goods • Art/music/theater venues.

• Quality sporting goods, outdoor equipment... think REI or Prosport • Small specialty stores
• hobby store - fabric • outdoor equipment, clothing • consignment store
• Home Depot in McK would be great, but not in this proposed "town center" area obviously.
• Home Depot • Target • Clothing, reasonably priced, shoes • Decent restaurants, Six Rivers loud, echos, Mexican restaurants repetitive, sushi offers no privacy. u can count on seeing 10 ppl u know everytime.
• Home goods & decor • Restaurants • Art and cultural outings • Sporting goods
• Home improvement • Better second hand stores • Art store • Arcade
• hot tub/ sauna facility • private school • electric car dealership • swimming pool
• House hold decor • Butcher • Bead shop/Craft shop
• Household necessities • Affordable eating • Clothing • Entertainment
• Houseplants (Miller's has a very small selection of indoor plants) • Restaurants! I almost never go out to eat in mckinleyville due to lack of options. We do not need any more Mexican restaurants. They are everyone in this county. • A better location for our farmers market-parking lots are not an appealing place to hang out. Maybe Pierson Park?
• I do not buy elsewhere because I can find everything in Mckinleyville and have since 1976
• I don't find any business types I use regularly to be missing. Some tennis courts would be nice.
• I haven't spent enough time there to say
• I would love to have a Winco in McKinleyville! • An excellent Chinese restaurant. • A Michael's (crafts store).
• Ice cream • Handcrafted goods • Outdoor gear • Nature/dogs/birds

• resturants
• Modern big box stores to replace KMart and Rays are important. • Specialty shops • Museum
• more choices in types of restaurants • art supply shop • bicycle/surfboard/skateboard shop
• More equestrian-usage friendly trails and safe areas. Let's encourage what we already HAVE, and plan for and develope it! It benefits ALL user groups when you allow for safe equestrian passage. • Pedestrian use. Senior use, SAFELY. Outdoor indulging! Encourage our kids to unplug and discover nature! Developed trails, pathways, infrastructure, and the means to PATROL those same trails. You can't just build and walk away. You have to support what you develop, and police the riff-raff.
• More good restraunts • Shopping.... but that is loaded because retail is really hard to make it with a better town square of shops and restraunts like the arcata square either behind or across the street from the current shopping center so it was expanded into a shopping destination could help. • A higher end bar with a music venue...we have pubs and central station but nothing really nice with a decent sized music venue • More high density housing both in town center and along central in undeveloped areas. More people equals more business.... plus the idiot school superintendent we had put in the bonds we need to double our housing to address the housing shortage/ need for low income housing as well as to lessen the tax burden on current property owners that is looming on the horizon for mckinleyville because of the school bond
• More local restaurants - no more pizza, sushi or Mexican • Specialty shops • Performance Venue
• More locally made items from small businesses • Another option for clothes like underwear.
• More non fast food restaurants • Large retailer shopping like Walmart (reasonable prices) • Kids/teen activities options (arcade, laser tag, etc) • A dental clinic (open door)
• More restaraunts with covered outdoor seating • MCSD managed children's indoor playplace and meeting space/rec facility • Outdoor Amphitheater/Concerts ; Summer concert series • Indoor waterpark and pool? \$\$\$
• More restaurant options
• more restaurants - like thai or chinese food
• More restaurants • Clothing shops
• More variety of restaurants • sporting goods • locally made products, arts and crafts • natural, eco-friendly & fair trade clothing
• music store

• Bike shop • Clothing/shoe store • Appliance store
• Really cool senior housing &/or assisted living located in the town center • "Department store" (whatever that is nowadays.) From Arcata currently, I'd rather shop in McK than go to Eureka. Never thought I'd be sad to think of K-mart closing...
• RECREATION FOR CHILDREN • CLOTHING
• Recreational vehicles - bikes (buy, rent, fix) and other gear like hiking and water sports • Performances, museum and art/artisan galleries and venues for before and after (restaurants, bars, dessert places) • A living space - under 1k sq.ft. • Clothing
• Recreation--child/family focused fun (trampoline park, laser tag, skating rink type thing); better shopping options for household goods.
• Red Lobster • Olive Garden • Hobby Lobby • Crafters store / workshop area
• REI store • LL Bean or other quality outlet store • High quality Thai food • General store
• Restaurant
• Restaurant ... we need more than pizza & mexican • Clothing/shoe boutiques • Art • Home decor
• Restaurant • Cooking supplies • Sporting goods • Clothing
• Restaurant variety. • Clothing
• Restaurant • Clothing stores • Small Specialty stores
• Restaurants
• Restaurants
• Restaurants • Art • Music venue
• Restaurants • Department stores
• Restaurants

• kid's birthday party and extra-curricular options
• restaurants • kid activities-museums, zoo, trampoline parks,
• Restaurants • Large retail outlet, like Ross or Walmart • Building supplies
• Restaurants • Literally everything. • I would only shop in McVille if I could because my vehicle is large and I love the parking, but please no more low class trash stores like Dollar General..
• Restaurants • Novelty Shops • Contemporary clothing/shoe stores
• Restaurants • Pubs • Quality retail shopping
• Restaurants • Retail
• Restaurants • Retail shopping • Bars
• Restaurants • Shopping • Bakery
• restaurants • small retail
• restaurants • small shops
• Restaurants • Small variety retail (e.g., a Target Express type of store) or even a full-scale Target if it would fit into the plan • A food/drink and activity venue, like Arts and Drafts in Eureka • Boutique clothing / accessories shops
• Restaurants • Specialty shops • Performance venues • Big box stores
• Restaurants, current options are too similar (Mexican and Pizza multiples) • Family fun activities • Retail, like Kmart but nicer. • Entertainment
• Restaurants, either middle or higher end. • Nightclub/bar
• Restaurants, especially ones with nice outdoor seating away from the exhaust and noise of Central Ave.

• Shoes/clothing
• Tapas/wine lounge restaurant • Boutiques (woman's designer clothing like Blue Ox in Old Town) • Steakhouse restaurant • Higher end beauty salon
• Thai restaurant • Local ice cream
• Toy store • Family fun center • Restaurants
• Turn the existing business park by the airport into a 'restaurant row'. This would be a huge draw for our town. • I would also like us to have a larger and more centrally located flea market that is open 6-7 days a week. • Alternatively, more thrift shops. Good for charities, good for consumers. • Use funds to promote our community as a desirable place for people to retire.
• Unique shopping options • Public use centers (i.e. pay my tax bill) • Civic uses, pay for a concert or other event
• Unsure
• Upscale restaurants
• Upscale Restaurants • Retail- high end stores • Fishing/hunting store • Indoor activity for children
• Upscale, locally sourced restaurant • Clothing store, shoe store • Wine shop or wine bar • Locally owned (not chain) family friendly pizza place
• Urgent care open weekends • Weekend automotive mechanic • Clothing and shoes • Good, sit down restaurant (like The Marina Cafe or Seascape).
• Urgent care • Clothing
• Variety of dining choices • Furniture • Gifts and home decor • medical services
• Variety of restaurant cuisine • Variety of shopping options • More small boutique businesses • Entertainment options other than cinema
• Vegan food • All-ages active activities like laser tag

I am happily retired. I just wish there were more people like me here that I could meet and socialize with.
I am retired
I am retired so N/A
I am retired.
I both live and work here
I can work from home but it would be great to work in a shared work space from time to time.
I care for my elderly dad full time
I could move my office but I like where it is in Arcata.
I do
I do work in McKinleyville
I have a career that is in Arcata. Could work in Mck if opportunity arose.
I have a fine job in Arcata.
I have a job elsewhere
I live and work in Eureka.
I manage the farmers' market, but I know there is a dearth of available employment.
I work at HSU
I work for DHHS.
I work for the County and there currently aren't any County offices in McKinleyville
I work for the County and we have limited facilities there. Perhaps with The Center I could be more involved in working up there.
I work for the County and we only have a very small library in McKinleyville.
I work from home 2 days a week ... which means that I do work in town. The other 3 days I'm in the larger community.
I work in a different school district.
I work in Arcata
I work in Eureka
I work in Mck
I work in McKinleyville and for 20 years rented office space on Central Ave, but then moved to a home office after homeless/drug addicts impacted my rental space.
I work part-time in Mckinleyville, registered nurse.
I work throughout the county
I worked in Eureka and Arcata, then retired a few years ago.
I would love to work here. I work for the county and my office is in Eureka. I dislike the drive, but don't want to live in a "city".
I would love to work in Mckinleyville but I need something in the Hospitality or Community Recreation fields.
Iâ€™m on disability
If there was the right opportunity in my field of work (medical communications / nonprofit management), I would. At this point I commute to Eureka.
I'm retired
Kind of - county employee so I do inspections there sometimes
Looked for office space in McVile but they were rare or very, very expensive.

no, no computer industry
No, no jobs relevant to my needs
No, Not anything that interests me or to small to hire.
No, not enough business to work close to home.
no, nurses not needed
No, of course not-
No, office is in Eurka,
no, own business in Arcata and Eureka
No, retired
No, there is no industry and a general lack of good paying jobs.
No,no jobs
no. Because I already have a job in Arcata
No. I work for the State of California and our offices are in Eureka.
No. I'm in healthcare
No. Job is in Arcata
No. No. Office/warehouses
No. There are few jobs and not much office space.
no.....work for state parks ...
Nope,where?
Not applicable; I'm retired and I'm not looking for work.
Not enough available jobs
Not enough jobs
Not enough jobs available.
Not many employment options
Not many job openings for minors
Not yet. 40 years in Humboldt, 35 living in Mack Town, had 3 jobs in Eureka, 3 in Arcata, 1 in Blue Lake. Labor and manufacturing mostly.
Office in Arcata
Offices are located out of town
Retired
Retired - but I always worked in Arcata, where the jobs were. USFS, schools, stores.
Retired, but do volunteer work
Retired, not interested.
Retired. But i was unable to work here as a school social worker
Retiree
Sometimes work there when doing inspections
Sometimes.
State office is in Eureka
Thankfully yes.
The legal cannabis industry has been shunned in mckinleyville.
The right job isn't here. They pay is not equal to, or more, than I currently earn for what I know.
there's no good well-paying jobs (we're a bedroom community)
Work at a hospital

If funding is needed to implement the Town Center Plan, what sources should be pursued? (1 = priority source of funding, 5 = don't pursue)

Private sector investment from outside the community (i.e. distribution center that would come with community amenities)

	Response Percent	Response Count
1	22.7%	63
2	16.6%	46
3	23.5%	65
4	9.7%	27
5	16.2%	45

Private sector investment from existing businesses

	Response Percent	Response Count
1	30.3%	84
2	27.8%	77
3	19.5%	54
4	6.5%	18
5	6.5%	18

Public sector funding for community amenities that would come in tandem with affordable housing

	Response Percent	Response Count
1	25.6%	71
2	23.5%	65
3	15.9%	44
4	12.6%	35
5	13.4%	37

New taxes paid by McKinleyville residents

	Response Percent	Response Count
1	10.1%	28
2	11.9%	33
3	19.5%	54
4	16.2%	45
5	32.1%	89

Public borrowing (such as bonds) that is repaid through revenue from Town Center properties

	Response Percent	Response Count
1	15.9%	44
2	22.4%	62
3	25.3%	70
4	14.4%	40
5	15.2%	42

Community fundraisers/crowdfunding

	Response Percent	Response Count
1	24.9%	69
2	16.6%	46
3	30.7%	85
4	10.5%	29
5	9.4%	26

Change the name of Mckinleyville. Mckinley has a negative association locally and nationally. It doesn't reflect the beauty of the community and is also nicknamed McKLANleyville, which was given to the town due to racism and the rumor that members of the Klu Klux Klan live in Mckinleyville.
Consider "public-private partnerships" for funding. Also consider adding an education resource as well as public offices.
Consider future tourism. Also, this area could eventually become a retirement destination.
Consultation with Wiyot Tribe and their consent is imperative.
Continued concern with the need for affordable housing options in the area
Does the 141 acre Town Center planning area, as established in the 1990's, meet the needs of 2020 and beyond? Instead of a single "community hub" as designated by planning done in the "90s and described in 2002 let's reopen the scope of project "Design" to fit the needs of 2020 and beyond. If we are going to go through the effort of the Ordinance--why not expand to the the commercial area at School and Central? This would give us two "hubs". It is rumored that Kmart may be closing up shop next door to the now abandoned Rays--leaving behind vast derelict commercial spaces. These areas would be incredibly useful in accomplishing development that community would like to see, without the need to develop on wetlands.
Dont do it! The west Heartwood development ruined Mckinleyville.
Excited for the continued development of McKinleyville!
Funding should come from county taxes we pay and Mckinleyville doesn't seem to benefit from. Don't bring more crime and transients to our town in the name of town center improvements. Leave all the undeveloped land alone, there's plenty of empty businesses and under utilized development. No more strip malls and generic franchise businesses. The development should be on the edges leaving the open space, trails and natural areas as the view shed and an inviting place to explore.
Gentrification is not the solution. Any proposed development should be made certain to not cause an increase in the cost of rent, amenities, etc of nearby residents.
Get the guy with the signs not to shop at ace to take down his signs. It's been long enough.
More community events that encourage all ages
Good survey! I liked having pictures of types of housing and being able to locate uses on a map.
Hoping parks, trails, bird park (?) and community garden can be implemented in some of the wetlands areas instead of low income housing.
How can it still be a "town center" with a major road (Central) and a big grocery store (Safeway) in the middle. Maybe Safeway's parking can be moved to behind the store to open up the "town center."
I am a senior living in McKinleyville...and yet I do most of my shopping in Arcata. Although Arcata has its problems, I am drawn to a community that feels like it has a core, a hub around which life percolates.
And the town square surrounded by shops creates that effect.
I would wish that for McKinleyville, which has always felt like a small strip mall..not inviting, not communal.

I don't know how security would be maintained in a town center when we can even keep the gazebo unfenced. Arcata has a huge problem with homeless in the plaza to where businesses are closing. Security needs to be a consideration or it will be a park for homeless. Also unless rents drop and retail spaces are reasonably sized and don't come with extra Pierson fees and loopholes our business community will remain stagnant. I am a small business owner and am very against Piersons monopoly on our town and I feel they are the biggest inhibitors to our towns development. They manipulate rents with extra fees to be part of their property group and manipulate rents based on business inquiring. They are the problem with our town and if you just build more of their commercial spaces they will sit empty like our eyesore and embarrassment of a shopping center

I don't understand why PICO is making this a public process unless they are asking for public funds. It is their property, they should bare all risk and all cost. I foresee the retail being half empty with businesses failing within six months to a year just like it has for the past 10 years. Re-branding a failed commercial area has already been proven to fail across the US. Again this is short sighted.

I envision the area west of Safeway as a sort of "Central Park". A couple ponds, with wooden (or composite) walkways, native trees and plants, sitting areas. Maybe a gazebo for music, with a gathering area, similar to the Arcata plaza. We need to keep and embrace our rural charm! Housing can be implemented at the old Ray's site. And what a view! Close to transit; walking distance to the town center...why the heck not?

I expect my taxes to hum co and school and fire districts to be used locally. lets incorporate.

I just really don't think we need another outdoor park. Most days here, it's cold, or raining. The parents dont want to sit around outside while their kid plays. Parents want a warm space for their kids to get energy out. We REALLY need to think of something for all the kids around here. A skating rink. An amusement park of some sort. (Nothing like an actual amusement park.) It's ridiculous that we have to drive to Broadway mall for the kids to bounce in bounce houses. They're not even that fun to kids after a certain age. We need something in mckinleyville.

I made my map points before I knew where the wetlands were designated. Maybe put that part after the wetland part so that I don't try to develop the wetlands. Those should definitely be protected and left as natural spaces.

I need you to know that my husband and I went to one of the meetings where we saw the date/time on the local news. And guess what?! No one was there! We questioned whether or not you really wanted people to come and made the "mistake" purposely. The only reason I knew about this survey is from my neighbor. I'm not on Facebook. Please find better ways to get the info out to neighbors who like McKinleyville the way it is.

i regret moving to mckinleyville. i feel very isolated and bored here. i am not able to enjoy hillier park area due to it being a waste management site. i feel sick there and stay away from it.

I think it's possible to build around and with the wetlands instead of covering them up. Civil engineering has really progressed. I think a tribal or multicultural community center would be really helpful

I think the zoning for the town center is out of date and other plans for affordable housing make more sense than destroying wetlands and relying on a single property owner to benefit from development.

In that last question about securing funding for a town center project, I put a '2' on the option about new taxes. I see this as a viable option, bringing McK sales tax in line with Arcata's, but I want to say: having the citizens of McK pay more sales tax should NOT turn into a de facto subsidy for a Pierson (or any other developer) project. We already pay enough in taxes and other weird "incentives" for mega-business to develop new areas at the taxpayers' expense. This corporate welfare needs to stop.
Incorporate McKinleyville
Incorporate McKinleyville already!
Infrastructure, infrastructure, infrastructure!!! PLAN FOR TODDLER to SENIOR usage! Focus on outdoor, pedestrian based transportation, and be firm about weaning us off of vehicles! (We are basically lazy, and don't wanna!) Find our way back to 'Horses have the right of way', with our LARGE horse population (there is a lot of money in horses! If you build it, we will come!). Horse infrastructure benefits ALL PEDESTRIAN usage.
Interesting consideration to move Safeway shopping area south to abandoned Rays shopping area. Therefore making the town center with green belt less commercial.
It didn't let me pick location for anything but restaurant. They'd all be close to each other. A large event center for concerts, venues. That would be amazing and bring in a lot of money. Community could use space for all types of events.
We need more options for clothing. So many people out of town for back to school shopping, wedding attire, cruise clothes, work clothes. Or they buy online because there are very little options here. Need better quality, not just old navy and Walmart clothing. SAVE US MCKINLEYVILLE!
It is my belief that climate change and declining availability of fossil fuels will shrink our economy as known for the past 50 years. The boom is over - and good riddance! The future will require communities to build self-reliant food and energy infrastructure and move away from the endless-economic-growth paradigm that has devastated the climate. Small is beautiful! Local is urgent!
It would be great to have a space for outdoor cultural events, like the farmers' market, that would be handicap accessible, near ample parking, within walking distance of new housing, with access to electricity and water. This type of venue could open the possibility of many events in the town that people from outside of the community would travel to to attend.
It would be wonderful to see a town Center. I have lived here for 40+ years and have been waiting.
Just that the goal should be attractive mixed use and a great increase in density from a suburban to a more urban model like Eureka and Arcata. Infill should be a priority and building up in a defined core area along Central Ave.
Keep the small town feel. Remember the town motto is Where Horses have the Right of Way.
Kmart and rays empty. Why not include in planning? Beautification is needed throughout.

CLARVOYANT & SHARED DECISION MAKING--

Finally, all building contracts and decisions pertaining to community development need to be open to the public and clairvoyant, with ample time for public input and revision. This survey and process is a good step in the right direction. The City of Arcata does a nice job of reporting all their RFPs on their website, as well as updates, construction documents, master plan, etc. Perhaps MCSD can develop the website as a tool for communication like Arcata.

Many of the ideas for the Town Center proposed here - such as park land, a community center, etc. - already exist in the Town Center area - i.e., Pierson Park, Azalea Hall, Teen Center, etc. Don't write these existing facilities out of the Town Center!

Most of the future Town Center development will have to be undertaken by private landowners/developers. The way to achieve it, over the long run, is to create strong zoning and land use regulations that incentivize denser, mixed use development with lots of bike/ped/transit amenities. If a landowner can make more money through redeveloping, eventually it will happen.

McKinleyville is a bedroom community.....Lets keep it that way!

McKinleyville needs to incorporate.

No more Dollar General type cheap stores. If we want to draw money we need NICE shops and restaurants.

No new commercial or residential development

No to low income or affordable housing complexes or apartments.

Nope

Not a 15 minute survey.

Maybe 25.

Not at this time

Nothing is mentioned about the social center that helps low income, homeless ect. This will have a big impact on this whole town center. I am all for helping those who need help however, I do not like competing with homeless at the park. Panhandling....I will just drive on, and not shop.i no longer take my grandkids to the park.

Our vision should be to improve the lives of everyone and not just the majority. Our vision shouldn't be based on aesthetics if we continue to have a homeless population. If we take care of everyone we will naturally become beautiful to look at. The people of McKinleyville need to understand that moving homeless people out will never happen.

Perhaps define money options, I am uncertain what some of the options meant.

Plan for the homeless. They will be there no matter what. Have some kind of center for them, including soup kitchen and shelter, so they are part of this and it fits in with the overall design. Plan now or you will have a crisis later. Plan on inclusiveness or don't even bother creating this.

Please consider more than adequate parking for any buildings.

Please do not change the town name.

Please do not rename McKinleyville Ocean Bluffs!

The natural landscape should be incorporated into the design (i.e., leave existing trees and plan around them rather than cutting everything down and putting in landscaping as many developers do). Similarly, the wetlands can be used as an asset to maintain open space, facilitate drainage and mitigate the impacts of climate change.
The open space in the town center is not quality open space for trails and such, would be better used for developed play areas with some landscaping and trails that access other components of the town center. Could use a play area more patterned after the play area near Greenview market in Arcata that is fun for children of all capabilities.
The spaces need to be inviting, aesthetically pleasing.
The topics are good. The photos of choices for town center buildings was especially clarifying. Photo choices for a town center with and without trails and natural open spaces, parks, outdoor cafes, etc. would have been much clearer for that first section of the survey, especially for trails which were only given a 2 spot location option and no character or design options. The map is deleting half of my items - all shops and restaurants and public venue (I had moved the one restaurant the map shows), tried to redo 3 times.
The topics are good. The photos of choices for town center buildings was good. Photo choices for a town center with and without trails and natural open spaces, parks, outdoor cafes, etc. would have been much more helpful for that first section of the survey.
The wetlands map should be available before the site selection map
There is a growing youth that are moving to town. This youth leaves town to spend money in other surrounding towns. McTown is evolving from old farmer families to younger more urban-ish families, individuals. I was looking to buy house and I didn't want to move to McKinleyville because I want to be able to walk around to find entertainment and hang out with friends from my house. This is much more likely in Arcata or Eureka.
There is a question in the wetlands section that looks like it has a typo - it says something like "wetland buffers being barriers development" which I assume meant to say "...barriers to development"?
This appears to be a very well thought out survey
This community has grown in wonderful ways. I love that there will be a skate park. The dog park and trail systems are incredible!
This survey needs to be more accessible to those who are invested in McKinleyville. Home owners, especially the older generation is not on Social Media! Social media gets a % of the population but Radio/TV seems to get all parts of population.
This was an excellent survey for gathering and including community/citizen input. Thanks for offering it. I found upon reflection, however, that the many possible options, choices, and "visions" are overwhelming to me, not my area of competence for sure. I need to sleep on it. I am not an "environmental nut" but my overall hope is that whatever development occurs it could preserve, enhance, and include as much of the natural habitat and feel of the land as possible.

Would also be nice to have tasting rooms in master plan for local ciders/beer/wines etc

Also a REAL bakery where they actually bake bread on premises and not truck from other

Would like the plan to lead to opportunities for all residents. Keep in mind climate change and do our part to mitigate. Regenerative wetland care as focus, educational interpretive center. Seek Wiyot/Tribal input for design/use of some part. Live/work/play. Develop public and non gas-burning transportation opportunities. Provide resources for the needy. Create power producing town center, stand-alone power center with battery back-up for lighting and continued services from business in power outage. Solar panel covered walkways, play areas and parking. Food forest. Bike and automobile charging stations. Demonstration permaculture farm. Community/Civic center with performing arts venue, an educational venue (democracy university) area for arts and crafts, tool share and collaborative work space, meeting spaces for community meetings (free to non-profits), free wi-fi, bus stops, parking lot, ride-share, bike rental. Keep good space for city hall and police station. Separate trails for commuters vs stroller types, or very wide paths. Build care-takers' quarters. Ban internal combustion engines in wetland park. Install boardwalks in wet areas. Allow for art pieces along the main path, and a soap box for speakers. Encourage efficiency, heat pumps, solariums, as well as town hall meetings and civic engagement. Grow berries, apples, brassicas, asparagus, carrots and whatnot. Put large overhangs on buildings to protect pedestrians.

Yay! So exciting!!

You should address the wetlands by making some wetland areas surrounded by trails around and through the development where appropriate and developing wetlands elsewhere. Although I am usually for maintaining wetlands there are circumstances like creating a town center where it is o.k. to remove them and develop wetlands elsewhere.

This being said maintaining some wetland areas within the chosen trail areas still needs to be done, so there is still wetlands in the traditional area; but the development comes first in a town center!

You should put this survey in every water bill that goes out to McKinleyville. I have only seen it on Facebook and there are not that many completed surveys. Maybe worth a try to call MCSD and see if that can get the word out that way or some other way for more people to take the survey.

Are there any other questions we should be asking? (92 responses)

Add a funding option of bonds paid by residents, as with fire department funding, etc. There would have to be a specific plan for the town center to be funded.

Add a funding option of bonds paid by residents, as with MCSD's Hiller Park, fire department funding, etc. There would have to be a specific plan for the town center to be funded this way. Also, there should be more wetland choices rather than the all-or-nothing options given on wetlands. Some of the wetlands could be enhanced, while others could be mitigated elsewhere, perhaps 50/50 (half enhanced and perhaps featured with interpretive trails, the other half mitigated elsewhere).

Address how we shop for goods differently now ie amazon than when the general plan was made. Address changing transportation EV charging stations, self driving cars. Address climate change and how we are going to cope better as we lose electricity (look to the Blue Lake Rancheria for ideas)

How do we reduce crime and make sure any new development doesn't exacerbate this increasingly severe problem?
How does McKinleyville and Humboldt County handle the homeless/drug addicted people whose population is growing in McKinleyville? I left my Central Ave office space for a home office because of repeated negative encounters with people sleeping, trashing, pissing/defecating and doing drugs on the porch/entry way of my office space. This also lead to vandalism of my vehicle while at work.
How often do you walk, bike, skate, drive in McTown? What public spaces do you currently use? What types of shops do you use?
What are people already using in town. These spaces are liked by the community so the community will respond to new places better if they facilitate what they like about McTown already.
How to attract more tourists/people from Eureka, Arcata, and other local towns. For people traveling, is there any loving like hotels that are within walking distance to restaurants and activities that would make tourists want to stay in town?
How to keep these new businesses safe and quiet. McK is notorious for illegal fireworks at 3 AM and loud trucks/motorcycles doing donuts at intersections.
How will this affect the drivers.
How would people like to access the Town Center? What would be preferred walking and biking routes?
I know this is a huge problem that no one seems to be able to figure out, but the homeless population is a HUGE problem. I wouldn't mind coexisting if they weren't trashing the place and making public spaces feel unsafe. This is why I worry about the idea of putting more trails in, as this tends to be the type of area they are drawn to.
I would be interested to know what myths the broader community has about McKinleyville, and what the desired traits are of a strong community according to residents. The work Eureka has been doing to undo misconceptions has been inspiring.
Ideas on how to remove homeless/dangerous people from this area, so that people want to be in this area for eating, shopping, living or recreation. Right now it is not a desirable area.
If there are trails and natural areas, they should be more like urban parks, with open sight lines, because the homeless population will end up living in areas that are shrubby and covered. We need to consider how to house people who are currently homeless in our community so that they can enjoy the new town center in an appropriate way.
I'll let you know!
Is Facebook the best place to request feedback?
Nope, thanks for all you do!

Seniors make up about 25% of the population in Humboldt County. Many people would like to downsize to a living situation with more available support as they get older. Life Plan communities offer a continuum of living situations to residents including independent living, assisted living, and advanced nursing/memory support. A person can spend the rest of their life in a life care community, moving between levels of care as needed.

Because there is no Life Plan continuum of care facility in Humboldt County, local people leave the area if they want that kind of care. When they do, we lose committed community members and the jobs that their investment in Life Care Humboldt would produce. People leave family and friends. There is a group lead by Ann Lindsay M.D., Patty Berg and others who are working on developing a Life Plan community in Humboldt. You can contact me to be in touch with the group. Thank you!

should we not change a thing.

Thanks

The economy is not going to continue to be good is what experts are saying. I'm not sure it's a good idea to put any money into this now.

The layout map didn't work from my phone, but a combination of transportation in, vehicle need reduction, existing streets, parking hub

There is no honor in the name McKinleyville! Our town should be renamed.

There is the large matter of maintenance and security. Who/What will have jurisdiction and responsibility for upkeep, maintenance, cleaning, etc of the town center. I am not "against" the homeless and vagrants who stay, come, go, panhandle, etc. here...but building a nice new town center will not fix that problem. What humane, just, and safety and security for all concerned will need to be seriously addressed and how? The issue cannot be ignored and may be worsened or highlighted by the proposed development. Thank you.

There wasn't really anything on transportation options per se. How do we get people out of their cars? Is there a possibility for something like a Central Ave. shuttle? Could there be a central parking lot in the Town Center, maybe two stories of parking with apartments on 3rd/4th stories, so people could park once, maybe twice and then walk? Or rent a bike? Can or should the sidewalks be widened to make them more pedestrian friendly? Right now the almost never used bridle path, while very cool, takes up a lot of pedestrian space.

This was a great survey but is not widely known about in our community.

Out of the 15,000 or so residents it is said that you have only received 200 or so completed surveys.

That is not enough to represent the vision for the town center.

More needs to be done to inform the **WHOLE COMMUNITY** before decisions are made.

timeline. How long with it take to get a plan together.

We should be looking at climate change and what we can do locally in development to mitigate it. Destroying the last of our semi-wild lands should be very low on the list, if we want to survive as a species. And why can't we have more substantial public access via public transportation? Why does it always have to be planning for cars?

Why do you think businesses will fill new buildings when we already have so many empty commercial spaces next to Safeway, etc?
Why isn't McKinleyville incorporated yet?
Why not focus on redevelopment of existing commercial and residential areas? Many existing buildings are in horrible shape, poorly built and should be the main topic of discussion. Planning was not even an afterthought in McKinleyville, so please stop the sprawl.
Will the Pierson's really cooperate to help this happen? Why so many empty storefronts? Why are rents so high? They need to be on board
Will this plan be enforced, or just a recommendation? If enforced, HOW and by WHOM?
Is it reasonable to add more limitations to the commercial uses of lands when we already have a blight of empty stores IN THE TOWN CENTER now? (... and in other areas of 'town' also)
Would becoming incorporated improve the chances to get funding for improvement in the town? How can we obtain sufficient law enforcement and public safety needs?
Would you like to see an emphasis on tourism brought into the area and why or why not? What do you feel is unique about McKinleyville?
Yes - show some heart + bring up the question of keeping the kitty colony intact!
Yes you should have a dialogue box with the wetland questions so people can share what they think you should do with the wetlands more specifically.
Yes! How can we work towards suitable and sustainable mass transit!
Yes, do the people of McK understand the difference between being incorporated and not? Do they understand the role of MCSD or MMAC? I think they don't have a clue -- and I wonder why. Since we do not a city, we are a non-entity and we suffer from it. Why is this not promoted more by the County? At least educate the population so they understand Government, voting, taxes, cities, counties - the whole picture. We don't get involvement because people do not understand that they have a voice.
Yes. Other questions will come up and should be asked and responded to when that happens.
Yes. Senior housing with continuing care is a priority for those of us wishing to scale down, own a small home, walk to amenities, etc. We seem to have an abundance of low income housing which is a good thing but what about senior housing where you buy in early in the process? We become stakeholders in the development planning! Canâ€™t we have both.

To; Humboldt County Board of Supervisors

From : Steven Durham sjdnbrmc@gmail.com

Re:McKinleyville Town Center

An Ordinance rezoning parcels in the McKinleyville Town Center from Community Commercial(C-2) with combining zones for Noise, Wetlands, and Airport Safety and Residential Multi-Family(R-3) with combining zones for a Q Zone for housing, Noise, Wetlands and Design Review to aMixed Use Zoning Designation with a Q-Zone Overlay expressing development criteria and permitted uses in the Town Center on parcels 508-251-060, 510-133-013-000, 508-251-008,508-251-061, 508-251-040, 508-251-051, 508-251-052, 508-251-034, 508-251-035, 508-251-023, 508-251-024, 510-133-006, 510-411-031, 510-133-032, 510-133-028, 510-411-025, 510-411-014, 510-411-006, 510-411-016, 510-401-027,510-401-026, 510-401-022, 510-401-011, 510-401-028, 510-401-003, 510-341-015, 510-341-019, 510-341-039, 510-341-017, 510-341-041,510-132-013, 510-132-031, 510-132-007, 510-132-032, 510-132-017, 510-132-015, 510-132-003,510-122-022, 510-122-005, 510-122-036, 510-122-037, 510-122-024, 510-122-003, 510-122-031,510-122-033, 510-134-022, 510-122-035, 510-122-032, 510-122-028, 510-122-027, 510-122-026,510-122-025.

I have been a resident of McKinleyville for 36 years. I am a future resident of Life Plan Humboldt (i.e.Humboldt Commons). I recognize many advantages for me and other folks with the quick passage of the Mckinleyville Town Center Project. This plan has been developed over the last five years with broad and detailed input from the community. Delays in the Boards approval would be costly to Humboldt Commons development. When the EIR is adopted Humboldt Commons can start the building process. What I have read and heard about resistance to this plan is often poorly informed or misinformed. The compromises necessary to reach a well informed consensus on this plan is reflected in the plan itself and in the Planning Commissions recommendation to the Board. Please pass this at the next meeting.



Outlook

MMAC Ordinance support

From Alan Glaseroff <aglaseroff@gmail.com>

Date Wed 10/15/2025 1:14 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please adopt the McKinleyville Town Center ordinance as written. The MMAC and the community have worked hard on this for years. Please honor that work! We need your support to make McKinleyville a better place to live.

Alan Glaseroff

2475 North Bank Rd
McKinleyville CA 95519
707.499.5177

To: Humboldt County Board of Supervisors

Re: Central Avenue, McKinleyville, "road diet" plan

As a community member, I am **opposed** to the "road diet" plan on Central Avenue in McKinleyville.

Hailie Smith

Signature

(707) 273-9083

Phone #

Hailie Smith

Name

hail78hhh@gmail.com

Email address

10/15/2025

Date

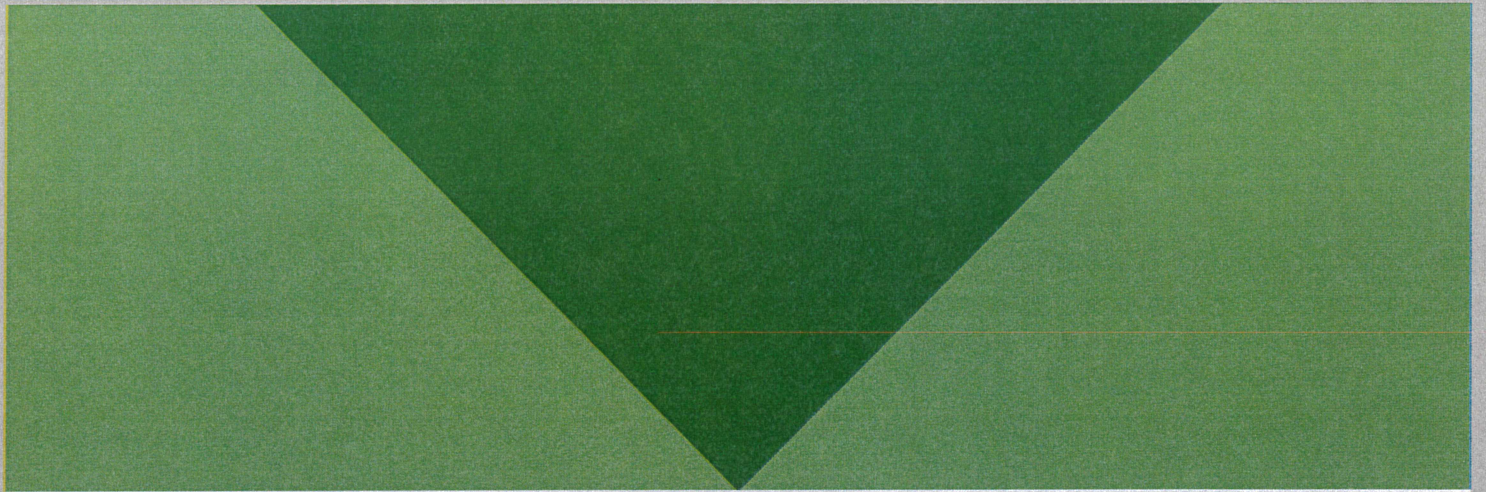
Dear Board of Supervisors,

Where do I begin.... I will start with the remarks that John Ford said at the Planning Commission Meeting regarding this was "Why did they wait so long to disagree with the lane reduction on Central Ave and the over development of the Town Center"? The answer is simple. People have been saying they don't want it but they (MMAC and John Ford) just absolutely don't listen. You go to the meetings, get 3 minutes to talk, you ask your question or say your concerns but they just stare back at you. You never get questions or concerns answered. Even at the Planning Commission Workshop that was held everyone was limited to two minutes to talk but Mary Burke was given as much time as she wanted. I find that unfair to the rest of the people in the audience who has just as much to say on the subject as she did. People have said over and over we don't want this but, they just keep going on with it and here we are today.

Reading the Traffic Study that was done by Cal Trans released date 03/2023. I saw that there is a 20ft wide area of public right of way on the easterly side of Central Ave, maintained by the McKinleyville Community Services District which includes planter beds, sidewalk and a 5 feet wide bridle trail originally intended to serve equestrian travel. (from the traffic study pg 24). It seems like something could be done within that 20feet public right of way instead of reducing the lanes on Central Ave. This area has broken sidewalks overgrown plants (MCSD has just started to clean it up) and unused equestrian trail.

Regarding the Public Engagement section of this report (pg29) the biggest problem I have with it is that it was done during COVID. Peoples' minds were on trying to stay alive and making bread not the reducing of lanes and the Town Center. There is close to 18,000 people in McKinleyville and they had like 20 -29 responses. It was an inappropriate time to conduct the surveys.

Traffic Study recommendations for School Road to Railroad (directly from report)
Three concepts were presented to the public and project task force for the segment between Railroad Drive and School Road including a road diet lane reduction, buffered bike lanes, and a multi-use trail on the roadway's westerly side making it easier for users to safely walk and bike in the area. **Based on public feedback, the preferred concept was the multi-use trail. Implementation provides pedestrians and bicyclists with a 10 feet wide, physically separated path for north-south travel on Central Avenue's westerly side.**
Note: NOT THE ROAD DIET LANE REDUCTION.

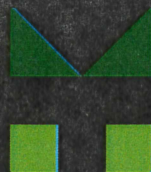


MCKINLEYVILLE MULTIMODAL CONNECTIONS PROJECT

March 2023



PREPARED FOR
County of Humboldt



MARK THOMAS

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Executive Summary

The County of Humboldt (County) and the Redwood Community Action Agency (RCAA) applied for and was awarded a Caltrans Sustainable Transportation Planning Grant in the Fiscal Year 2020-2021 Cycle. The application was submitted in cooperation with the McKinleyville Municipal Advisory Committee (MMAC). The Caltrans grant program encourages local and regional planning that furthers state goals, including, but not limited to, the goals and best practices cited in the Regional Transportation Plan Guidelines adopted by the California Transportation Commission.

The County, RCAA, and a consultant team led by Mark Thomas (MT) collaborated with community members, schools, social service organizations, and project partners to create the McKinleyville Multimodal Connections Project (MMCP). Multimodal improvement concepts were developed to promote connectivity between the unincorporated McKinleyville area, the fastest growing community in Humboldt County, and employment, schools, and community destinations around Humboldt Bay. The project kicked-off in the Spring of 2021 and included a comprehensive site analysis, public engagement, and concept development through the Fall of 2022.

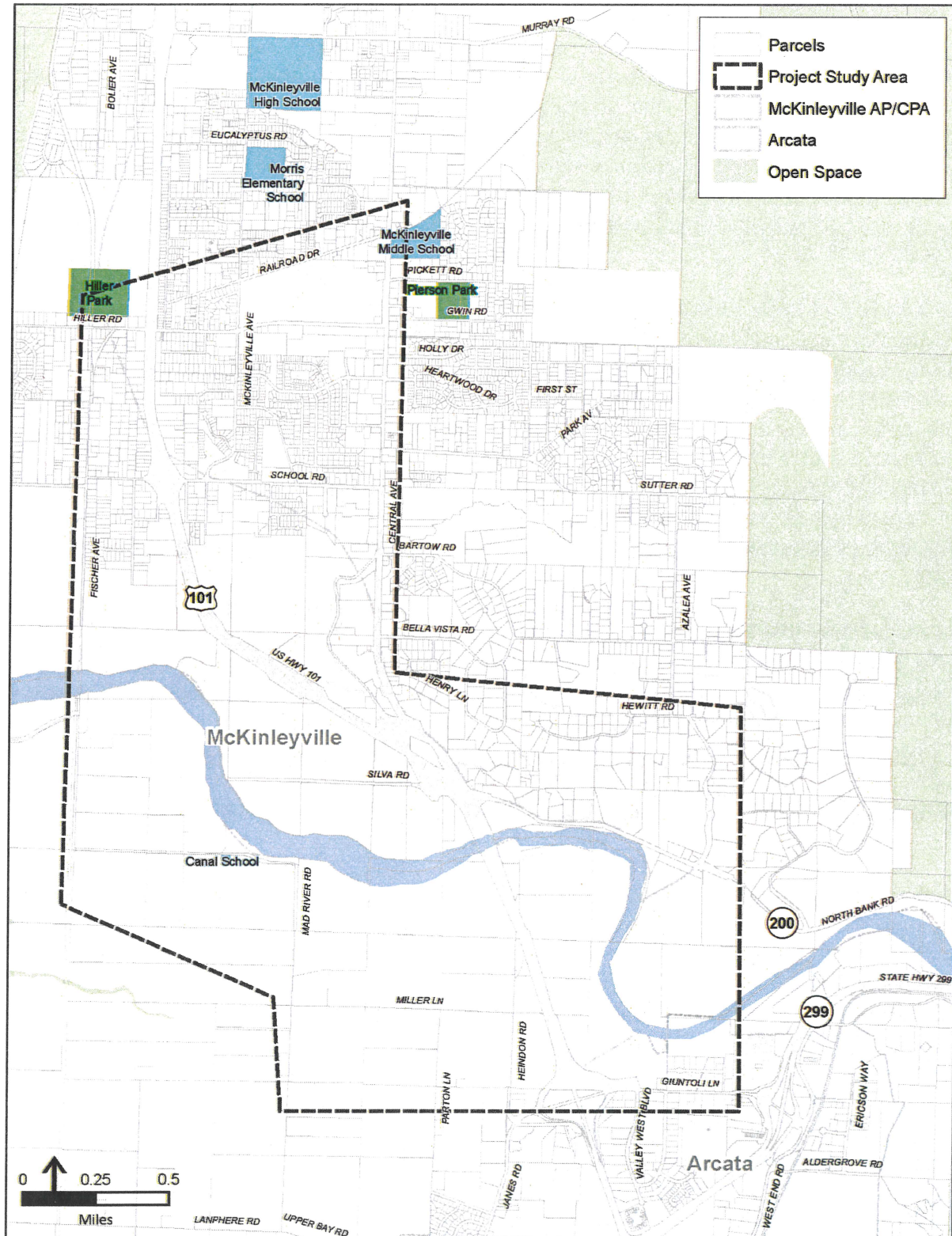
The project team identified locations for enhancements to multimodal user facilities to improve travel by walking, bicycling, or utilizing other wheeled devices (mobility assistance devices, wheelchairs, strollers, etc.) in the project area. The project aims to foster transportation equity for disadvantaged community members, encourage active commuting, and support greenhouse gas reduction goals.

Through public outreach and engagement, a total of nine corridors within the project area were identified for focused improvements:

- | | |
|---|-------------------------|
| 1. Azalea Avenue | 5. McKinleyville Avenue |
| 2. Central Avenue | 6. North Bank Road |
| 3. Hiller Road | 7. Ocean Avenue |
| 4. Mad River Road, Miller Lane, and
Heindon Road | 8. School Road |
| | 9. Washington Avenue |

In addition, the project team performed an evaluation of seven alternative routes to provide a high quality active transportation connection between McKinleyville and the City of Arcata via connection to the existing 101 Mad River Bridge Bike Path from the intersection of Central Avenue and School Road (Central Avenue South Long-Term Alternative Alignments).

Figure 1 McKinleyville Multi-Modal Connections Project – Project Area



traveled, enhance communities, increase opportunities for active and healthy lifestyles, and reduce greenhouse gas emissions.

<https://humboldt.gov/205/General-Plan>

Humboldt County Variety in Rural Options of Mobility (2022-2042)

The Humboldt County Association of Governments adopted Variety in Rural Options of Mobility (VROOM) 2022-2042, its Regional Transportation Plan to facilitate State goals. VROOM advances the California State Transportation Agency's priority toward creating a sustainable multimodal transportation system to reduce individual vehicle trips and total miles traveled. The community was actively involved through public outreach and draft chapters were published as they were ready for stakeholder review. VROOM includes objectives and corresponding projects with a funding source, estimated cost, and implementation timeframe to facilitate better transportation options throughout Humboldt County.

<https://www.hcaog.net/documents/regional-transportation-plan-vroom-2022-2042>

Humboldt County Regional Trails Master Plan (2012)

The 2011 Regional Trails Master Plan was adopted in response to growing community demands for an enhanced active transportation network in Humboldt County. Input from the community through workshops and a focus group was utilized to create goals and policies that promote active transportation facility connections within and between communities. The plan provides development strategies, funding sources, and trail design guidelines to implement an active transportation network in Humboldt County.

https://www.hcaog.net/sites/default/files/bike_plan_2012_full_final_0.pdf

Humboldt County Regional Pedestrian Master Plan (2008)

The 2008 Regional Pedestrian Master Plan was developed to make walking an integral transportation mode within the County. Pedestrian network improvements were identified based on engagement with agency staff, the public, and community-based organizations. Corridor improvements in the McKinleyville area were identified along Washington Avenue, Hiller Road, and School Road.

https://www.hcaog.net/sites/default/files/2008_final_draft_-_hc_regional_ped_plan.pdf



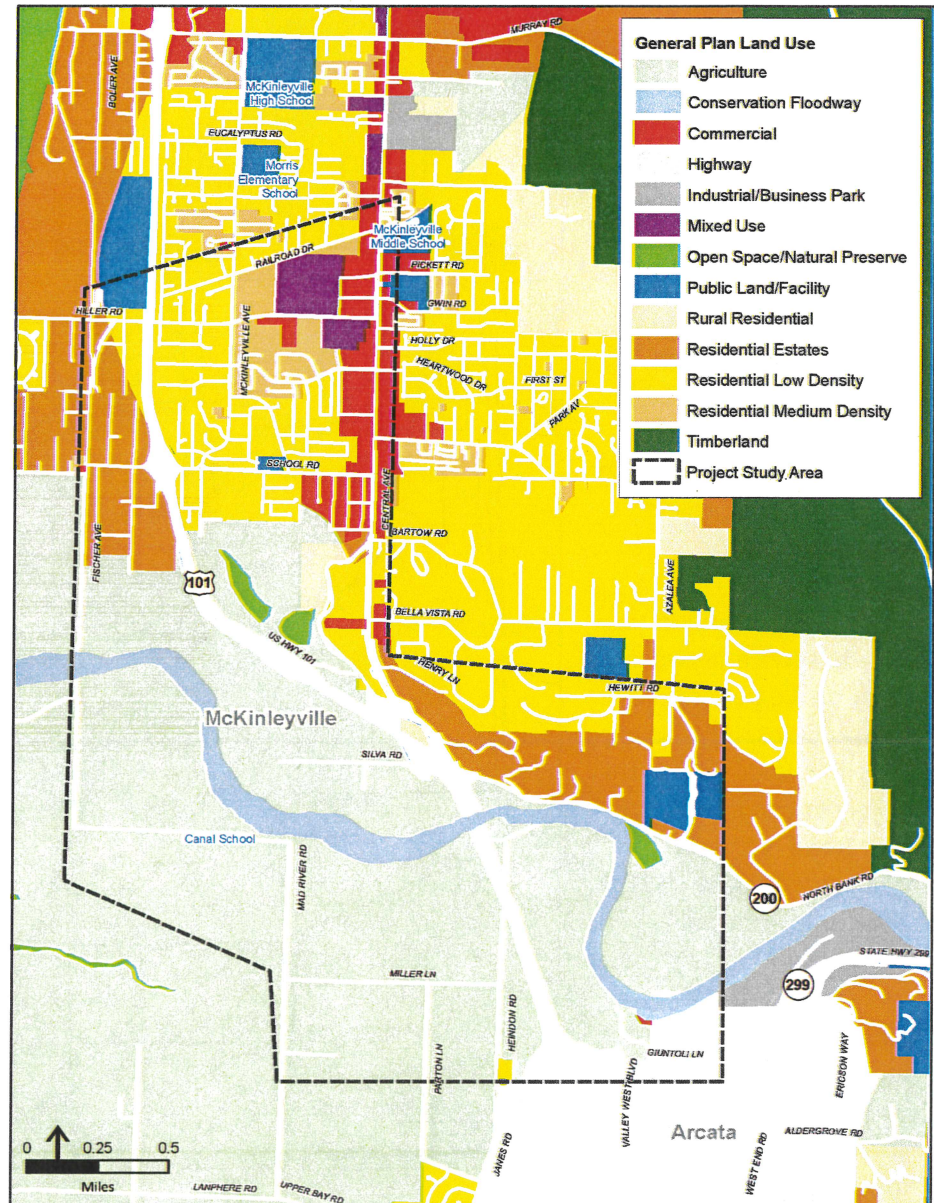
Existing Conditions

Land Use

McKinleyville is characterized by a commercial core along Central Avenue, stretching South from Murray Road to Bartow Road. Immediately surrounding the commercial core is a mixture of medium-density and low-density residential with some mixed-use and public land/facility properties throughout.

The project study area is bound by Railroad Drive, the Hammond Trail, south of Mad River, North Bank to Azalea Avenue and Central Avenue.

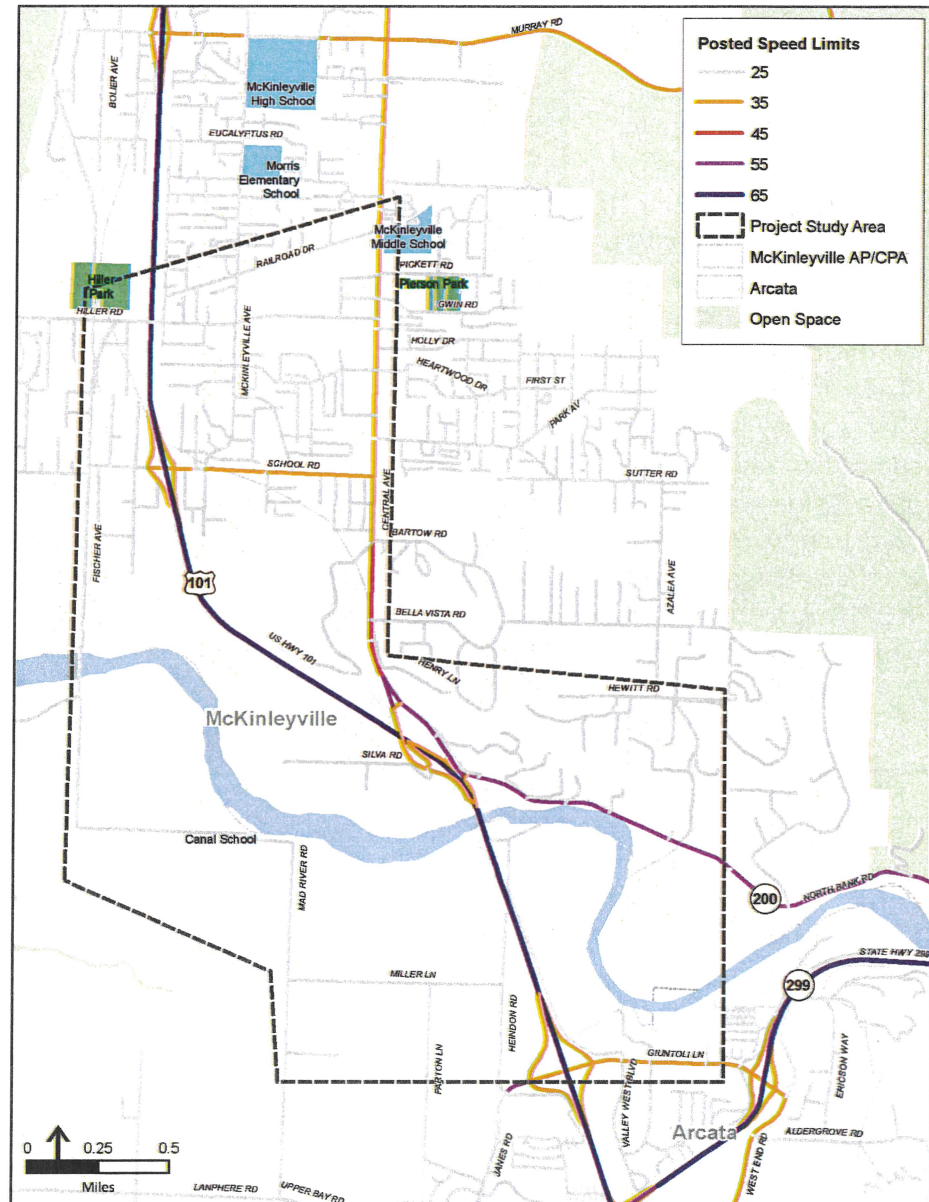
Figure 5 Study Area Land Use in McKinleyville



Posted Speed Limits

The posted speed limit is defined by the assigned roadway classification. Humboldt County assigns maximum speed limits as 25 miles per hour (MPH) for Local Roads, 35 MPH or less for Collectors, and 30-50 MPH for Arterials.

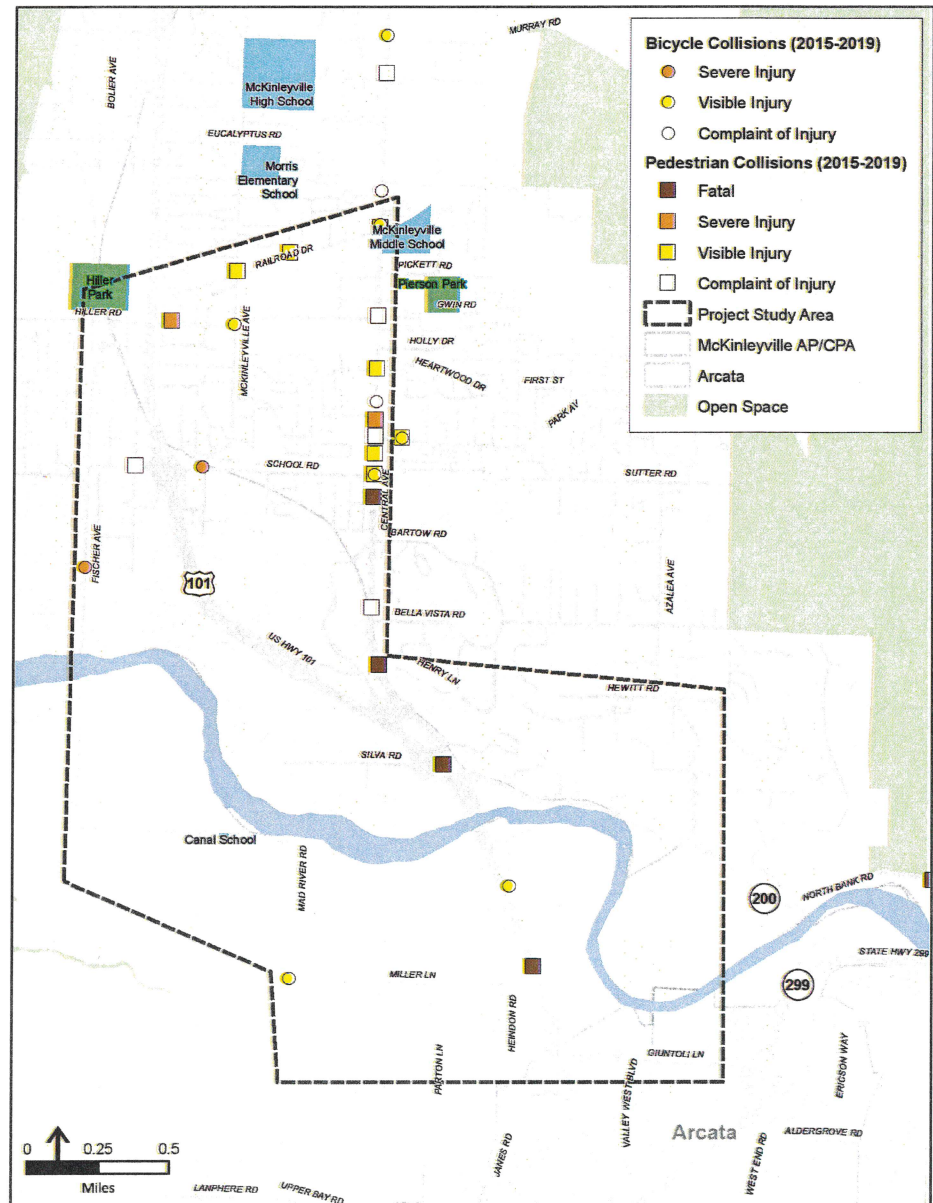
Figure 7 Study Area Posted Speed Limits in McKinleyville



Collision History

Between 2015 and 2019, a total of twenty-eight collisions between a vehicle and a pedestrian or between a vehicle and a bicyclist occurred in McKinleyville. Approximately 2.2 collisions involving a bicyclist occurred each year, whereas 18% resulted in severe injury. Approximately 3.4 collisions involving a pedestrian occurred each year, whereas 36% resulted in a severe injury or fatality. All pedestrian fatalities occurred along Central Avenue and US-101 within the project area.

Figure 9 Pedestrian-Involved and Bicycle-Involved Collisions in McKinleyville (2015-2019)



Multimodal Improvements

Countermeasure Toolbox

Based on background review, discussions with agency staff, and feedback from the community, the following improvement types were considered for implementation within the project area. While all improvements within the Countermeasure Toolbox may not be featured in the recommendations, the list will serve as a reference for future roadway improvement projects applicable throughout the County.

Shoulder Widening



Shoulder widening was considered for roadways with constrained conditions, such as limited right-of-way, sight clearances, or which are not owned nor operated by the County. Widening the roadway to include a shoulder or increase shoulder width can improve mobility by creating space for multi-modal users on corridors where standardized bicycle and pedestrian facilities require extensive planning or design.

An alternative to additional roadway paving is a combination of restriping roadway pavement markings and narrowing motor vehicle lane widths to provide widened shoulders. Narrowing motor vehicle lanes is recognized as a traffic calming tool to both slow motor vehicle speeds and increase space for bicyclists and pedestrians.

Class III Shared Arrow (Sharrows)



Class III Bike Routes may also be referred to as Bicycle Boulevards and often are marked with Shared Arrow (Sharrow) pavement markings. The treatment is often utilized for streets with low traffic volumes, low posted vehicle speed limits, and is intended to connect discontinuous segments of bicycle lanes where roadway right of way is not wide enough to provide full bicycle lanes. The sharrows can be complimented with standardized posted signage stating as "BIKES MAY USE FULL LANE".

Advisory Lanes



Advisory lanes may also be referred to as Edge Lanes. The treatment has been implemented nationwide, within the State of California, and has been growing in popularity with local agencies and communities in the past 5-10 years. The treatment creates usable shoulders for bicyclists, pedestrians, etc. on a roadway that is otherwise too narrow to accommodate additional travel lanes. The shoulder is delineated by pavement marking and optional pavement color. Motorists may only enter the shoulder when no bicyclists, pedestrians, etc. are present. Motorists must overtake roadway users traveling on the shoulder with caution, and whichever user is further ahead having right-of-way.

Sidewalk Gap Closure



Sidewalk Gap Closure provides continuous sidewalks and routes for pedestrians, people with wheelchairs, strollers, and youth on bicycles. The treatment constructs sidewalks between locations of existing sidewalks where gaps exist. It helps to remove pedestrians from motor vehicle travel lanes, parking lanes, and roadway shoulders to reduce conflicts with motor vehicles. Sidewalk Gap Closure focuses on providing an all-weather pavement where pedestrian access otherwise is a dirt or unpaved area that is subject to the elements. Priority corridors considered for this treatment were those which provide connections to schools and community centers.

Sidewalk Parkways



Sidewalk parkways, also known as sidewalk strips or tree buffers, are buffer areas to increase separation between the curb and the sidewalk. The treatment can be enhanced with trees and/or landscaping to improve curb appeal and increase urban tree canopy. Sidewalk parkways enhance comfort for pedestrians on the sidewalk visual relief and sound buffer from the impacts of motor vehicular traffic. The preferred minimum width for a sidewalk parkway is 5-feet to 7-feet to ensure adequate distance between pedestrians and motor vehicles.

ADA-Accessible Curb Ramps



Americans with Disabilities Act (ADA) Accessible Curb Ramps, provide an accessible route between the sidewalk, or curb, and roadway for people using wheelchairs, strollers, walkers, crutches, and other mobility devices. ADA-Accessible Curb ramps are installed at intersections and midblock locations where there are pedestrian crosswalks. The treatment enhances mobility for pedestrians with visual impairments by directing them towards the crosswalk and indicating a change between curb and roadway through truncated domes. Mobility is also enhanced for pedestrians with physical restrictions by eliminating the need to step between the curb and roadway and providing adequate slope and landing area to accommodate the change in grade.

Curb Extensions



Curb Extensions may also be referred to as bulb-outs. The treatment provides an extension of existing curbs at intersections or mid-block crossings through concrete or pavement striping. The facility visually and physically narrows the roadway, reduces the turning radius for motor vehicles, and shortens street crossing distances for pedestrians while increasing their visibility to drivers. On roadways that permit on-street parking, curb extensions typically extend to the edge of the vehicle parking lane. The treatment also serves as a traffic calming measure by providing a visual cue to drivers that they are entering a restrictive street requiring slower vehicle speeds.

Bicycle Signals



Bicycle Signals are a traffic signal modification to help facilitate bicyclist crossings at intersections. The treatment enhances crossing activity for bicyclists by clarifying when to enter an intersection and by restricting conflicting motor vehicle movements. Bicycle signals follow the traditional three-lens traffic signal with green, yellow, and red indicator lights and can be employed at standard signalized intersections.

Bike Box



Bike Boxes minimize collisions involving bicycles by positioning bicyclists in front of motor vehicle drivers at an intersection. The treatment designates an area at the head of a traffic lane at a signalized intersection to provide bicyclists with a dedicated and visible position ahead of queuing motor vehicle traffic during the red signal phase. The treatment prioritizes bicyclists transitioning from a right-side bicycle lane to the left turn lane and prevents conflict with motor vehicles turning right. Bike boxes are applied at intersections with frequent bicyclist left-turns and/or motor vehicle right-turns.

Bikeway Conflict Zone Marking



Bikeway Conflict Zone Markings provide green pavement striping within the bicycle lane or bicycle crossing-area to highlight typical conflict zones (weaving areas) between motor vehicle and bicycle traffic. The green pavement color alerts motorists of delineation between motor vehicle and bicycle travel lanes, and highlights the intended paths of bicyclists through intersections, merging lanes, and across driveways. The treatment may also be applied at retail center driveways to alert motorists to look for bicyclists before entering a roadway. The markings enhance bicyclists' visibility and encourage yielding behavior of motorists at conflict points.

Speed Feedback Signs



Speed-Feedback Signs (SFS) are treatments oriented toward motorists while providing benefits for other users of the roadway. The treatment provides drivers with a digital display of their moving speed compared to the posted speed limit. When complemented with enforcement, speed-feedback signs can be effective in reducing speeds at desired locations, such as streets in proximity to schools and parks.

Roundabout Modification



Roundabouts are circular intersections designed to manage vehicular speeds and help to reduce pedestrian exposure at intersections. Modifications may involve designated lanes or travel areas for bicyclists and enhancing visibility of pedestrian and bicyclist at the street crossings.

Stop Signs



Converting from a two-way stop to an all-way stop prevents motorists, bicyclists, and pedestrians from having to cross free-flowing lanes of traffic at a side-street stop-controlled intersection. The intersection treatment may be considered at locations with high pedestrian and bicyclist volumes and implementation of all-way stop-control must satisfy traffic engineering warrant requirements. The treatment reduces the risk of collision and enhances travel comfort for multi-modal users.

Transit Stop Enhancements



Transit Stop Enhancements improve transit users' access, comfort, and mobility at the transit stop by providing additional amenities and features. Examples include benches, shelters, trash receptacles, bicycle parking/storage, schedule information, next-bus real-time data, and informational materials, etc. Examples of features include lighting, emergency call buttons, ADA-compliant landings, etc. Bus stop placement can also enhance accessibility, such as co-locating bus stops downstream of adjacent crosswalks (far-side) to complement pedestrian crossings. Far-side stop location enhances visibility by removing the transit vehicle from view of right-turning motor vehicle traffic, where the transit vehicle may block view of pedestrians in the crosswalk.

Implementation of transit stop enhancement are under the purview of the Humboldt Transit Authority (HTA). The HTA continues to provide enhancements where possible and conduct studies to identify focus locations. The County can provide enhancements to accommodate transit stops, such as ADA-compliant landings and providing pedestrian and bicycle routes to access the transit stops.



Central Avenue Bridle Trail

The Central Avenue Bridle Trail is located within a 20-foot wide area of public right of way on the easterly side of Central Avenue, maintained by the McKinleyville Community Services District (MCSD) which includes planter beds, sidewalk, and a 5-foot wide bridle trail originally intended to serve equestrian travel.

The Bridle Trail is a meandering landscaped route composed of decomposed granite (DG) created for equestrian use, although pedestrians, bicyclists, and others using wheeled devices may use the trail. The community of McKinleyville's slogan is: "Where Horses Have the Right of Way", and the Bridle Trail is a source of local pride commemorating the community's past and historic roots. Given the strong local preference to support equestrian activity, we recommend maintaining the current design of the Bridle Trail along Central Avenue.



Recent and Ongoing On-Street Improvements

School Road Multimodal Improvements

A residential subdivision, planned adjacent to School Road, was approved by the County in 2011 and expected to increase traffic volumes along School Road. To accommodate higher volumes of traffic, a roundabout was constructed on School Road in 2014 at the junction of School Road/Salmon Avenue/McKinleyville Avenue. The roundabout facilitates motor vehicle throughput and slows vehicle speeds entering and exiting US-101 via School Road. Subject to future private sector development, additional pedestrian and bicycle facilities may be constructed near the roundabout to facilitate multi-modal travel.

In 2015 the County reconstructed School Road between US-101 and Washington Avenue. Within the project, the County added Class II bike lanes, a center median with landscaping, and posted "share the road" signage to enhance visibility of bicyclists within the corridor. The County will incorporate additional enhancements through land developments discretionary approvals.

In 2016 the County reconstructed School Road between Fisher Avenue and Anderson Avenue to include sidewalks, twelve ADA curb ramps, and continental crosswalks at stop-controlled intersections. Other roadway improvements included designated on-street parking, Class III bike routes, and curb extensions to increase visibility of pedestrians crossing School Road. The addition of an off-street multi-use/widened sidewalk trail from Ocean Avenue to School Road, on the southerly side of the roadway, provides off-street connection to the Hammond Trail. Improvements to the intersection of Fischer Avenue and School Road included brick inlay curb extensions, raised median, and ADA accessible sidewalks to enhance separation between vehicles and multimodal users. An updated wayfinding signage directs pedestrians and bicycles to key destinations accessible from the Hammond Trail.



McKinleyville Avenue Bicycle Lanes

McKinleyville Avenue is a two-lane, 25 MPH residential street in the project area and provides connection to McKinleyville High School and Morris Elementary School. As part of a Safe Route to School project, the County Public Works Department has implemented pedestrian and bicycle improvements to McKinleyville Avenue between Murray Road and Hiller Road. Improvements include Class II striped bicycle lanes, high-visibility crosswalks, reflective school zone signage, continuous crosswalks, and speed feedback signs.

Washington Avenue On-Street Parking

A residential subdivision has been approved by the County of Humboldt, located between Oakdale Drive, Washington Avenue, and School Road. The Washington Avenue residential project is conditioned to provide roadway enhancements on Washington Avenue to enhance bicycle and pedestrian travel. Improvements will include restriction of on-street parking to provide Class II bike lanes on the west side of Washington Avenue and sidewalk gap closure along the project frontage on Washington Avenue.

Planned Land Development Projects

McKinleyville Town Center

The Town Center project is a planned private sector land development within the project study area located between Railroad Drive, Central Avenue, Heartwood Drive, and McKinleyville Avenue. The project was introduced to the community in Fall 2019 and is incorporating public feedback with agency planning to develop the anticipated streetscape design, land uses, and zoning regulations. The project is intended to create a town center within McKinleyville and provide housing, dining and retail, and space for community social interactions. Streetscape design and site access to the Town Center continues to evolve; therefore, the MMCP provides recommendations that are consistent with the current Town Center plans.

MCSD BMX Track and Park

MCSD is working with consultants to plan a BMX Track and Park north of School Road and west of Washington Avenue. The project has received State of California, Parks & Recreation Proposition 68 grant funding for the design and construction. The new BMX Track and Park is expected to increase multi-modal demands in the vicinity of the Washington Avenue/School Road intersection.



at each location, highlighting improvements to landscaping, bike facilities, ADA access, and other priorities. In a debrief session, fifty-eight comments were submitted which offered solutions or concerns on the comfort level of walking and bicycling. Concerns about motor vehicle traffic and the ability to cross streets comfortably were amongst the most discussed topics.

Community Workshop #1

The first Community Workshop was held in an online format on August 23, 2021, with a total of twenty-six participants attending virtually. A slideshow presentation was led by the consultant team and included opportunities to receive feedback from attendees. The major priorities identified by the community included enhancements for cycling and rolling, ability to cross the streets comfortably, improving bicycle facilities, and improving walking and biking conditions along Central Avenue within McKinleyville's commercial area. The event included a breakout session among four groups where participants' comments were recorded digitally using Google's My Maps geo-comment feature. A total of fifty comments were collected during the breakout session. Participant comments were shown densely near Hiller Park, the Central Avenue commercial area, and near School Road. Comments received were specific to locations within the study area and covered topics including addressing traffic and comfort while bicycling and walking.

Public Survey #1

Public survey #1 was hosted online between July 12th and September 24th, 2021. A total of eighty-four participants completed the survey and provided input around their priorities toward transportation within McKinleyville. Figure 11 illustrates the age of the public survey #1 participants with 65% of participants ranging in age from 40 to 69 years of age.

Figure 11 Demographic results Survey 1: Age

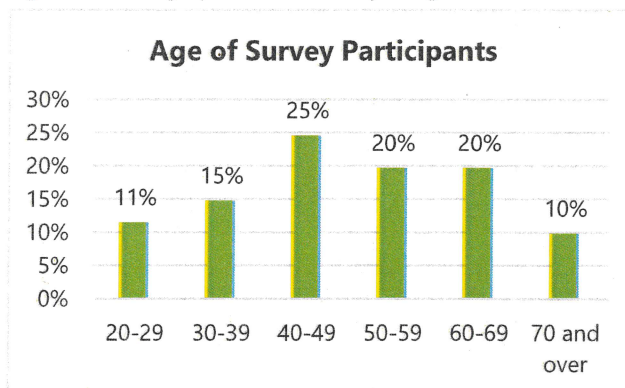
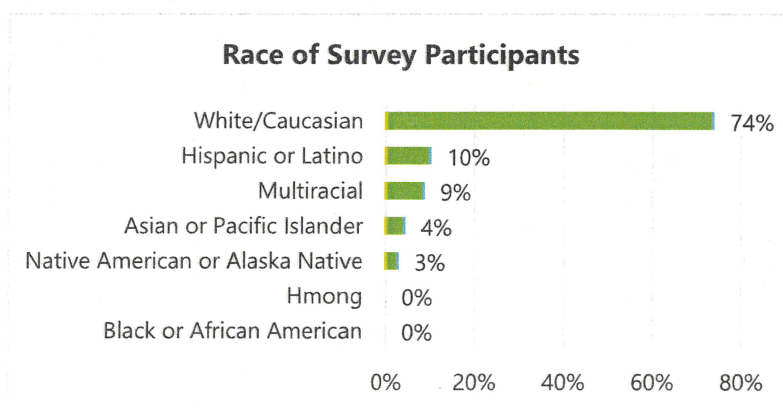


Figure 12 illustrates the race of the public survey #1 participants with 74% of participants identifying as White or Caucasian. The goal for participation by race was achieved with the remaining 26% identifying as Hispanic, Latino, Multiracial, Asian or Pacific Islander, Native American, or Alaska Native.

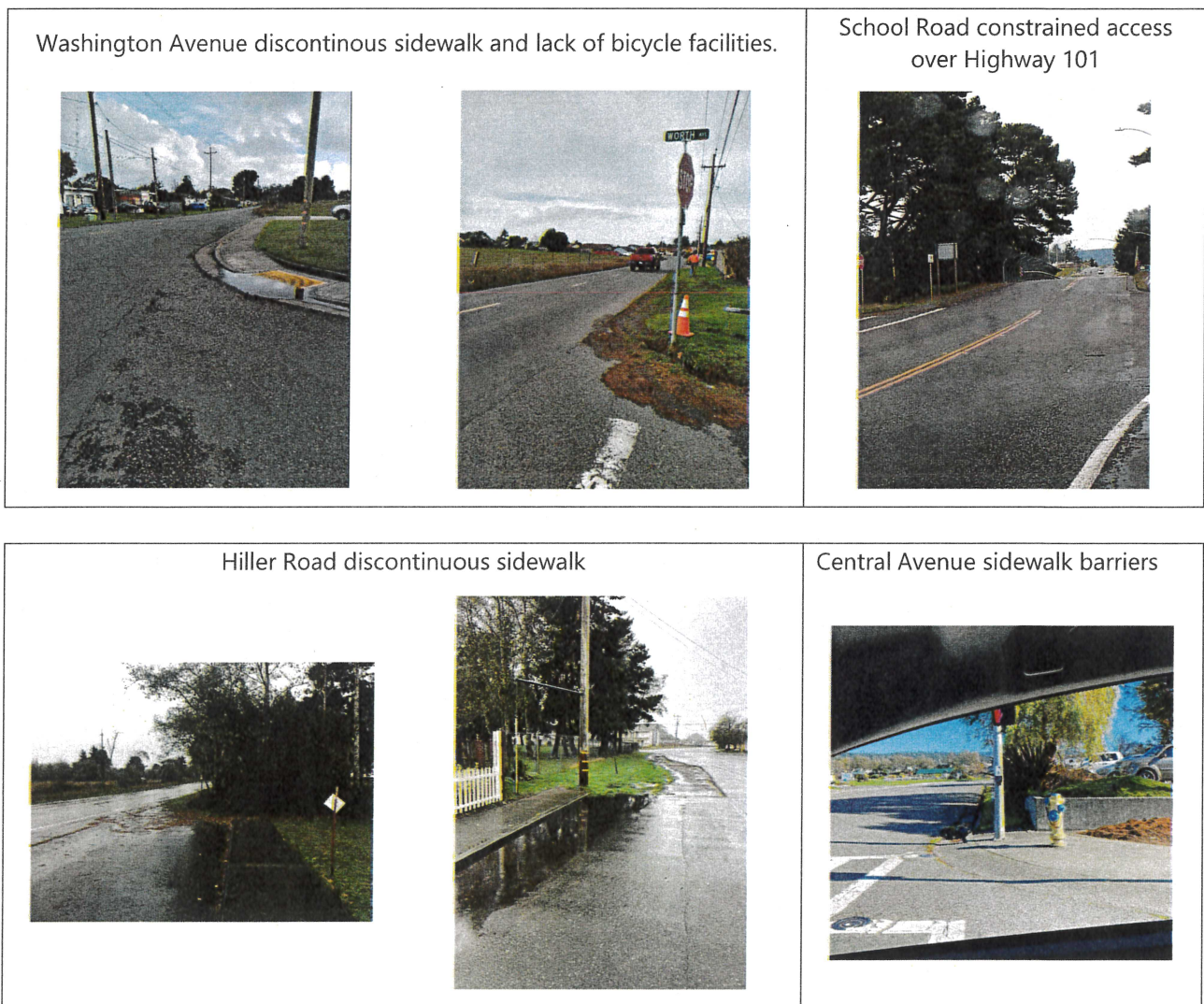
Figure 12 Demographic results Survey 1: Race



Photovoice Activity

Photovoice is a community input-gathering method for ethnographic and behavioral research that allows people to share images and ideas. A photovoice submission activity was launched with an announcement on October 26th, 2021. The announcement called for members of the public to email one or more photos showing a need for improved walking, bicycling, or access to transit within the project area and include a narrative describing the issues shown in submitted photos. Photovoice submissions were accepted between November 1st and 20th, 2021. Ten members of the community submitted Photovoice contributions. Narratives submitted included requests for off-street paths, bicycle locks and shelters, programming, and infrastructure oriented toward youth, and general infrastructure improvements to the existing conditions in McKinleyville.

Figure 13 Photovoice Activity Submissions



Phase 2

MMAC Meeting #2

In January 2022, the project team presented an update to the MMAC that included dates for the upcoming Pop-up Demonstration Event, dates and community flyer for Community Workshop #2, and a project schedule update. The results of the Photovoice submission activity were presented to the MMAC at this meeting.

Pop-up Demonstration Event

A Pop-up Demonstration event was held on April 1st and 2nd, 2022, along Hiller Road just west of Central Avenue. A two-way separated bikeway was shown using temporary materials to allow people to see and experience a new form of bike infrastructure not yet deployed within Humboldt County. A total of fifty-two people walked or bicycled in the pop-up demonstration event area. These community members provided feedback about the infrastructure demonstration, along with comments about walking and biking in McKinleyville. The project team had two questionnaire boards for participants to vote on their preferred bikeway types and provide input on where they live within Humboldt County. The project team collected comments on informational boards including a map of the project area and renderings of bikeways. Approximately sixty-eight comments were collected over the two-day event.



Small Group and One-on-One Outreach

Throughout the project, the project team has held small group or one-on-one discussions and received communications from individuals about the project. In addition to the other forms of outreach described here, the project team received emailed input from sixteen individual community members. The project team met with two community groups comprised primarily of Spanish-speaking families and parents in the project area to discuss their concerns. The project team also held a discussion with landowners and the County Planning Director about the McKinleyville Town Center project to understand how the projects can complement one another. The project team met with HTA, and the MMAC subcommittee focused on trails and transportation to understand their concerns and history of the project. Early in the project, the project team also met with representatives from the Boys and Girls Club to hear youth and caregiver ideas.

Phase 2 Summary of Feedback Received

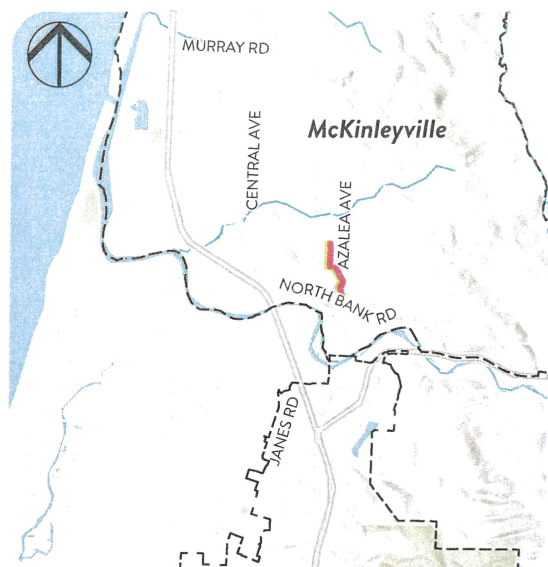
Input from the Photovoice project, pop-up demonstration, second community workshop, and public survey helped refine the project recommendations and prioritize roadway improvement concepts. Highlighted themes include providing bicycle routes and maintaining access to key destinations for all roadway users.

Priorities for improvement identified during public engagement include:

- Integrating Central Avenue roadway and transportation improvements with the future Town Center development
- Addressing missing infrastructure in specific locations throughout the project area
- Providing short-term improvements to the Central Avenue corridor while maintaining momentum on long-term improvements, such as a separate facility to serve as a major transportation corridor for active transportation travelers
- Evaluating and conducting further analysis of a lane reduction concept on Central Avenue, in addition to the preferred widened sidewalk multi-use trail concept which preserves the current number of travel lanes.
- Providing improvements to lower-volume roadways to ensure that all users can use the road, including in areas with limited right-of-way

Throughout the project, the PTF and MMAC provided feedback that helped to guide the outreach efforts and ensure as many voices as possible were heard. This guidance resulted in launching additional online surveying tools, hosting small group meetings to understand project ideas and concerns, and redistributing Spanish-language outreach to the community.





Azalea Avenue

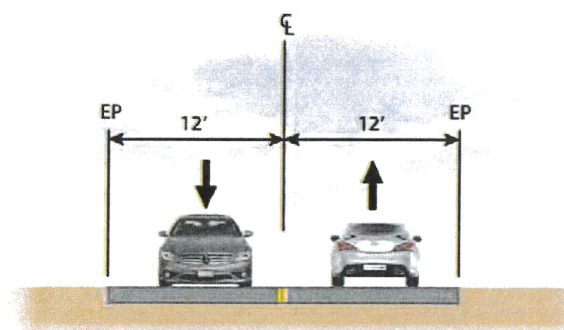
Existing Conditions

Azalea Avenue is a two-lane local road that connects to Cochran Road to the north and North Bank Road to the south. It is primarily fronted by single-family residential driveways and provides access to Azalea State Natural Reserve near North Bank Road. The corridor is characterized by street trees, vertical and horizontal curves, a steep elevation change between Hewitt Road and North Bank Road, and a lack of pedestrian and bicycle facilities.

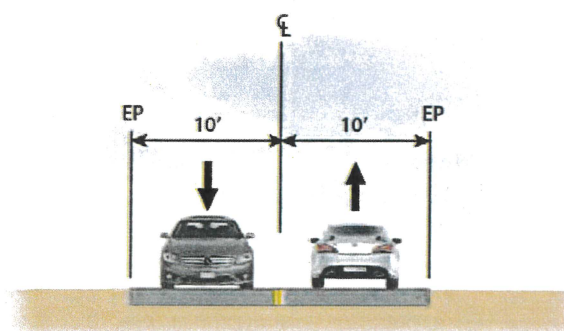
On-street parking is prohibited along Azalea Avenue, and intermittent access to grass pathways fronting property lines is the informal walking facility. The lack of separated bike facilities requires bicyclists to travel in the motor vehicle lanes, and the parking lot for Azalea State Natural Reserve is

separated from the reserve's trailheads by Azalea Avenue. Access between the reserve parking lot and trails is provided by one marked pedestrian crossing with advanced warning signs north of the parking lot.

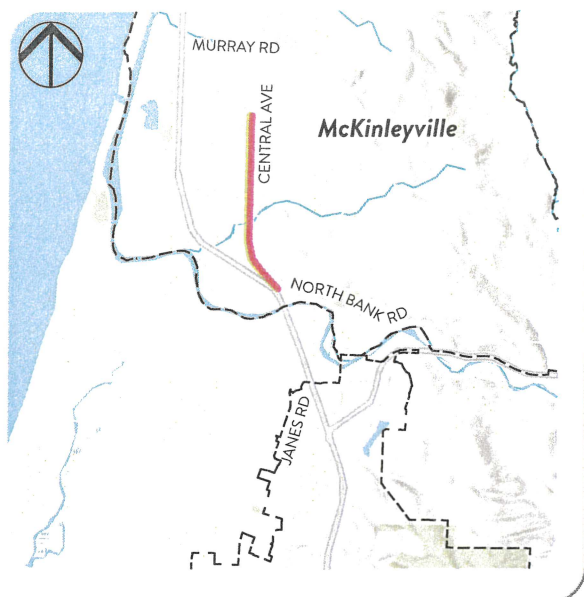
While no collisions involving pedestrians or bicyclists have been reported on the corridor, Azalea Avenue has been frequently cited in both public feedback and in meetings with the Project Task Force as a corridor for improvement. There is an opportunity to enhance bicycle and pedestrian travel along and crossing the corridor.



AZALEA AVENUE - EXISTING
Cochran Road to Hewitt Road



AZALEA AVENUE - EXISTING
Hewitt Road to North Bank Road



Central Avenue

Existing Conditions

Central Avenue is a five-lane major/ minor collector road that provides a connection between Clam Beach to the north and North Bank Road to the south while serving as a primary access route to Highway 101 to the south. The corridor is primarily fronted by commercial land use with access to six transit stops serving the Redwood Transit System for Humboldt Transit Authority. The Bridle Trail on the roadway's easterly side provides a semi-separated multi-use pathway for people walking, bicycling, and on horseback. Central Avenue provides access to schools, civic intuitions, community centers, and shops, restaurants, and other retail destinations.

Class II bicycle lanes with green paint and accessible sidewalks are available between Hiller Road and Anna Sparks Way on both sides of the roadway. At the five signalized intersections within this segment, pedestrian crossing facilities include continental crosswalks and ADA accessible curb ramps, and mid-block crossings between Hiller Road and Bartow Road provide pedestrian refuge islands in addition to continental crosswalks and reflective pedestrian crossing signage. The 0.3 mile segment between Bartow Road and Bella Vista Drive is a two-lane roadway with access to road shoulders on both sides of the roadway. The lack of pedestrian and bicycle facilities south of Bartow Road prompts pedestrians and bicyclists to use the road shoulder as informal walking and bicycling facilities.

Between 2015 and 2019, eight pedestrian collisions and three bicycle collisions were reported along Central Avenue, and of these eleven collisions, eight were concentrated between Heartwood Drive and Anna Sparks Way where there is a density of surrounding retail land uses. The retail density introduces high volumes of driveways and people movement thus increasing interactions and conflict points between vehicles and active transportation users. There is an opportunity to extend walking and bicycling facilities south of Anna Sparks Way and improve the visibility of pedestrians and bicyclists along Central Avenue.

Public commenter input:

"The addition of bike lanes along Central Ave a few years ago was great. I would feel safer having my children ride their bikes in the bike lane if there was a barrier between the bike lane and the car lane."



2.1
Miles



Major/Minor
Collector Road



8
Bus Stops



3
Schools



1
Parks



9
Civic
Institutions



4
Grocery
Stores



5.7
Pedestrian
Collision per Mile



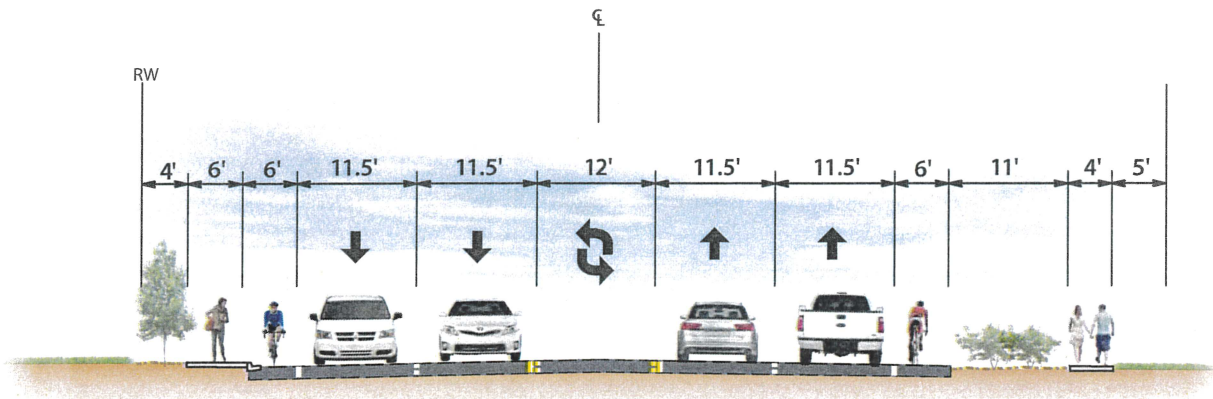
1.4
Bicyclist
Collision per Mile



1
Trail
Access Point

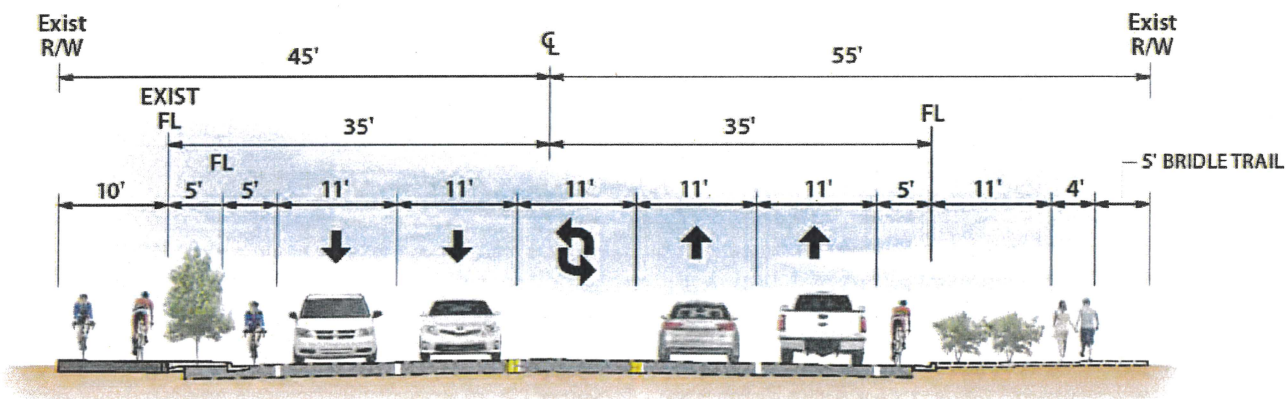
Figure 14 Central Avenue Cross Section Options

Existing Cross Section



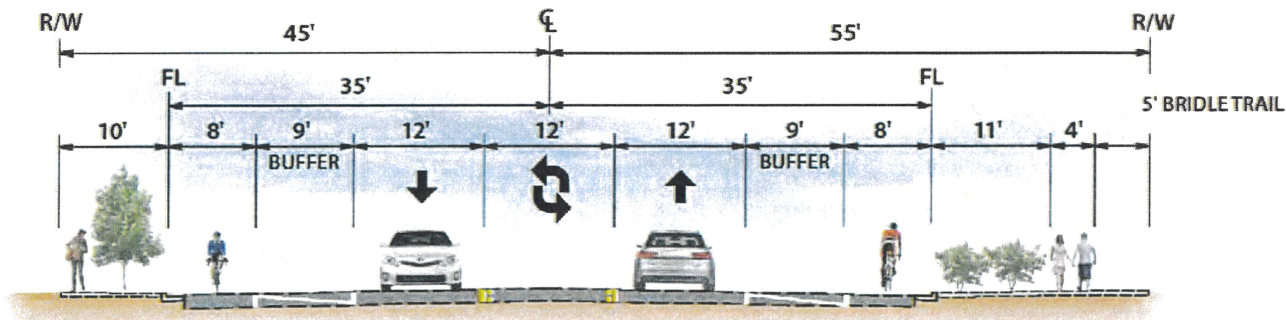
CENTRAL AVENUE - EXISTING
School Road to Railroad Drive

West-Side Multi Use Trail Cross Section



CENTRAL AVENUE - PROPOSED ALTERNATIVE 1
Bella Vista Avenue to Railroad Drive

Lane Reduction Cross Section



CENTRAL AVENUE - PROPOSED ALTERNATIVE 2
Bella Vista Avenue to Railroad Drive

Hiller Road

Recommendations

The Hiller Road corridor was first identified in Project Task Force meetings in order to discuss focused corridors in the study area. Throughout the community engagement, public comments were submitted related to Hiller Road specifically near Hiller Park and the uncontrolled crossing at Fisher Road. While the full corridor includes Fisher Road to Central Avenue, recommendations vary east and west of McKinleyville Avenue due to the future Town Center Development Project which influences recommendations east of McKinleyville Avenue.

* Fisher Ave to Highway 101

This segment focuses on improving pedestrian and bicycle infrastructure within the existing right of way. Improvements include installing a mixed-use widened sidewalk trail on the roadway's northerly side. The proposed 12 feet wide facility will provide a separated area for people to walk and bicycle. The project will retain a parking/shoulder on the roadway's northerly side and remove parking on the roadway's southerly side.



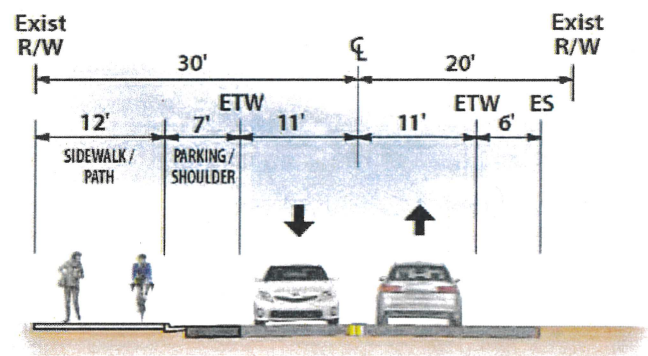
* Highway 101 to McKinleyville Ave

This segment proposes widening the pedestrian and bicycle facility on the northerly side of the Highway 101 overpass, installing a mixed-use widened sidewalk trail on the roadway's northerly side between the overpass and McKinleyville Ave, and reconstruction of the intersection at Hiller Rd/McKinleyville Ave to provide narrower motor vehicle lanes, widen pedestrian and bicycle facilities, and reduce the crossing distance.

* McKinleyville Ave to Central Ave

This segment is anticipated to be conditioned by the future Town Center Development Project or otherwise completed by the County of Humboldt. Recommendations include a sidewalk gap closure and a one-way cycle track in both directions.

* Cost Estimate: \$8,073,000

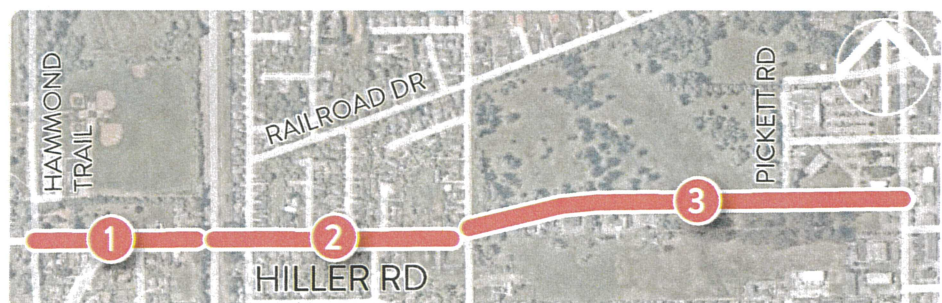


HILLER ROAD - PROPOSED
Fischer Avenue to US-101

- 1 Mixed-Use Widened Sidewalk Trail
- 2 Sidewalk Gap Closure
- 3 Sidewalk Gap Closure and Cycletrack

Public commenter input:

"Better signage on Hiller for the Hammond Trail. Easy to miss the connection. Better, fill the gap!"



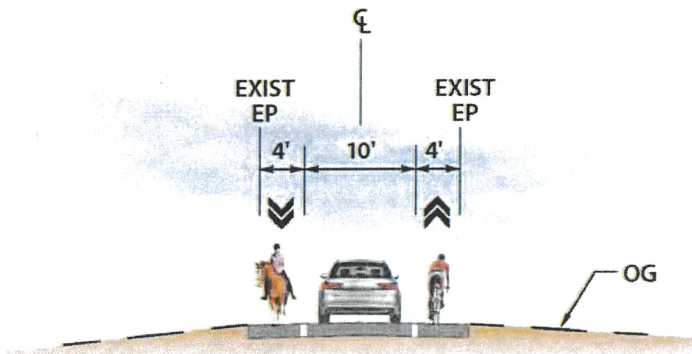
Mad River Road, Miller Lane, Heindon Road

Recommendations

The Mad River-Miller Lane-Heindon Road corridor was identified in a public survey and at the community workshop to discuss priority corridors in the study area. Throughout the community engagement process, public comments were submitted related to the corridor specifically near Mad River Bridge, the southern trailhead of the Hammond Trail, and at the Heindon Road connection to the City of Arcata.

This project focuses on improvements to bicycle, pedestrian, and equestrian infrastructure within the existing right of way. Two concepts were presented to the public and project task force including advisory lanes and Class III bikeways with the preferred concept based on public feedback were advisory lanes. Implementation would reconfigure roadway stripping to create useable shoulders on a roadway that is otherwise too narrow to accommodate bicyclists, pedestrians, and equestrians. The shoulder would be 4 feet wide and delineated by pavement marking. Motorists may only enter the shoulder when no other users are present and must overtake these users with caution. With these improvements, bicyclists, pedestrians, and equestrians will have a safer space further removed from motorists.

*** Total Cost: \$429,000**



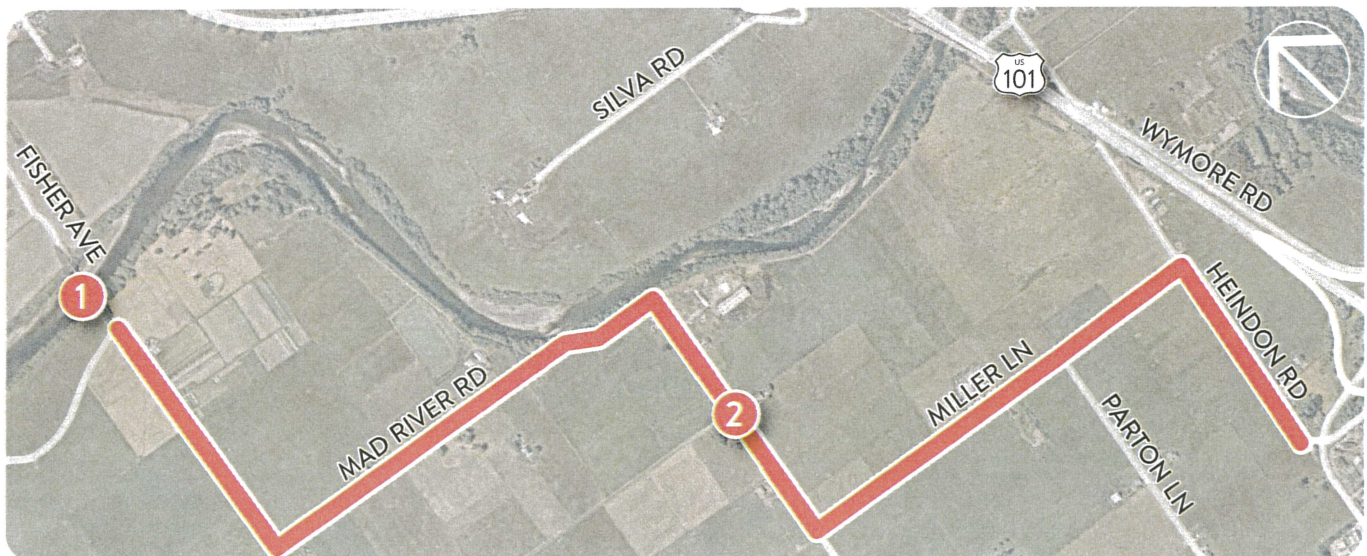
**MAD RIVER ROAD, MILLER LANE, AND
HEINDON ROAD - PROPOSED**

Hammond Trail Bridge to Giuntoli Lane

Public commenter input:

"The Hammond trail south of the Mad River Bridge needs improvements instead of being part of a country road."

- 1 Hammond Trail Bridge
- 2 Advisory Lanes



McKinleyville Avenue

Recommendations

The McKinleyville Avenue corridor was identified in a public survey and at the community workshop regarding priority corridors in the study area. Throughout the community engagement, public comments were submitted related to McKinleyville Avenue specifically near Morris Elementary and at the stop-controlled Hiller Road/ McKinleyville intersection. While the complete corridor is from Railroad Drive to Chelsea Way, improvements are categorized in segments due to the future Town Center Development Project which influences recommendations north of Hiller Road.

* Hiller Road to Chelsea Way

This project focuses on improving bicycle facilities from Hiller Road to Chelsea Way. Two concepts were presented to the public and project task force including on-street bicycle lanes and Class III bikeways. Based on public feedback, the preferred concept was Class II on-street bicycle lanes. Implementation would provide 5 feet-wide bicycle lanes and require the removal of up to 17 on-street parking spaces on the roadway's westerly side limiting vehicular parking facilities which would simultaneously create a safer space for bicyclists and encourage more residents to bike.

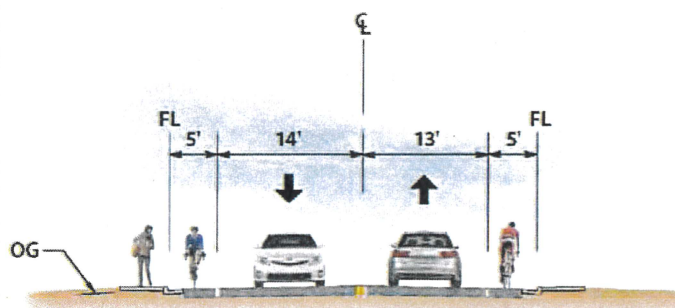
1 Class II Bike Lanes

1 Sidewalk Gap Closure, Signing, and Striping

* Railroad drive to Hiller Rd

This project is anticipated to be conditioned by the future Town Center Development project or otherwise completed by the County of Humboldt. There are recommendations to improve pedestrian and bicycle facilities including sidewalk gap closures, enhanced signing, roadway striping, and street crossings. These improvements will not only develop walking and bicycling capabilities throughout the corridor but will also bolster nighttime visibility making it easier for all users to navigate throughout this space.

* Total Cost: \$1,968,000



MCKINLEYVILLE AVENUE - CLASS 2 BIKEWAY

Hiller Road to Heartwood Drive

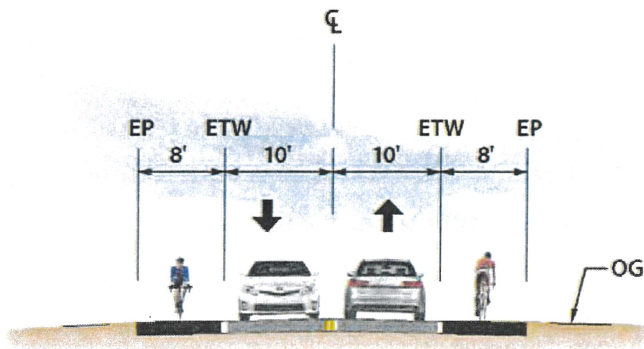


North Bank Road

Recommendations

The North Bank Road corridor was identified in a public survey and at the community workshop to discuss priority corridors in the study area. Throughout the community engagement process, public comments were submitted related to North Bank Road specifically at the Central Avenue/North Bank Road/Highway 101 intersection and at the corridor connection to Azalea Avenue.

*** Cost Estimate: \$13,094,000**



NORTH BANK ROAD - PROPOSED

- 1 Roadway Widening (Phase 1)
- 2 Roadway Widening (Phase 2)

* Central Ave/Hwy 101 intersection to Azalea Avenue

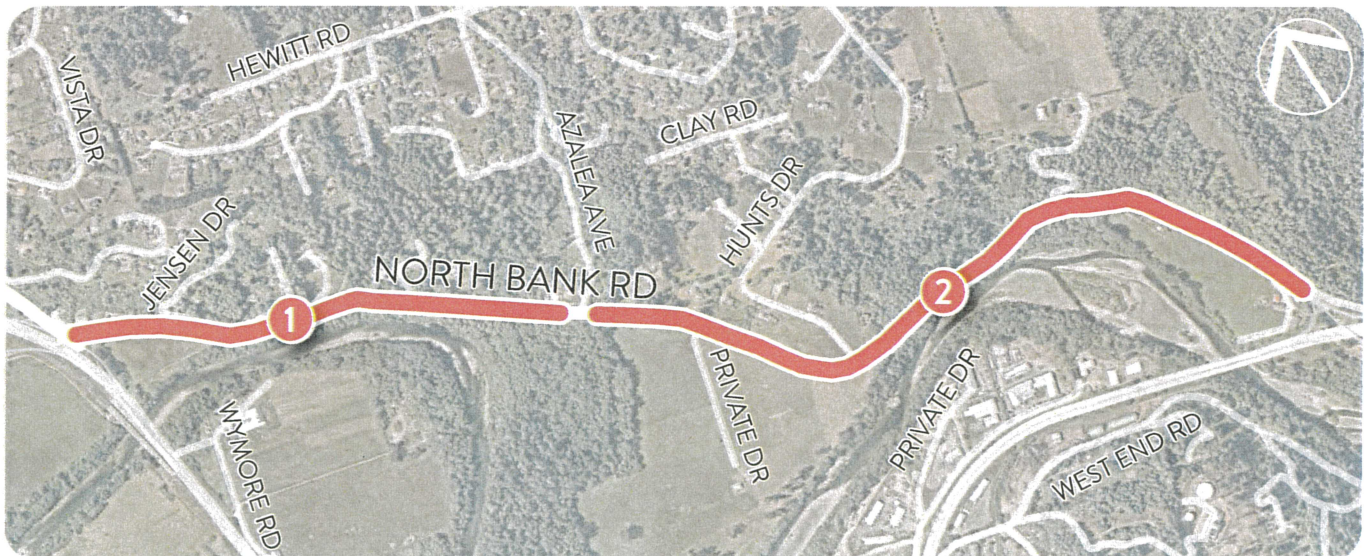
This project focuses on enhancing support facilities such as shoulder widening between Central Ave/Hwy 101 intersection and Azalea Avenue. The recommended 8 foot wide shoulders will provide east-west travel paths for bicyclists and pedestrians on both sides of North Bank Road.

* Azalea Avenue to State Route 299

The segment of Azalea Avenue to State Route 299 is outside of the project area which requires a separate study to evaluate the potential of a phase 2 project. Implementation of a phase 2 project could extend shoulder widening improvements along North Bank Road east to State Route 299. It is recommended the County work with Caltrans and the Humboldt County Association of Governments (HCAOG) to consider if SR-200 (North Bank Road) can be considered for a Highway to Boulevard concept and if appropriate, include in the future RTP.

Public commenter input:

"Need for better lighting (corner of North Bank Road and Azalea Rd.)"





School Road

Existing Conditions

School Road is a three-lane minor collector road that links residential areas west of US-101 to Central Avenue commercial corridor to the east. The roadway is primarily fronted by residential driveways and connections to neighborhood streets. The corridor is characterized by Class II bicycle lanes on both sides of the roadway, intermittent accessible sidewalk connectivity, and the sidewalk parkways.

On-street parking is permitted on the roadway's southerly side throughout the corridor and is prohibited on the northerly side between US-101 and Washington Avenue. The roundabout at School Road/Salmon Avenue/McKinleyville Avenue includes splitter islands, continental crosswalks, and sidewalks. Due to gaps in the sidewalk, pedestrians travel in the shoulder in some segments between US-101 and Central Avenue.

Between 2015 and 2019, three pedestrian and bicycle collisions were reported along School Road, two of which occurred at the intersection of School Road and Central Avenue. There is an opportunity to enhance bicycle facilities at signalized intersections and improve sidewalk gap closure.

Recommendations

The School Road corridor was identified in a public survey and at the community workshop regarding priority corridors in the study area. Throughout the community engagement, public comments were submitted related to School Road specifically east of Highway 101 and near the roundabout.

*** Cost Estimate: \$3,379,000**

* Anderson Avenue to Central Avenue

This segment focuses on enhancing pedestrian facilities including sidewalk gap closure on the roadway's northerly side from Anderson Avenue to the Central Avenue intersection. This improvement will enhance the area's walkability, make it more accessible for all users, and thus encourage walking throughout the area.

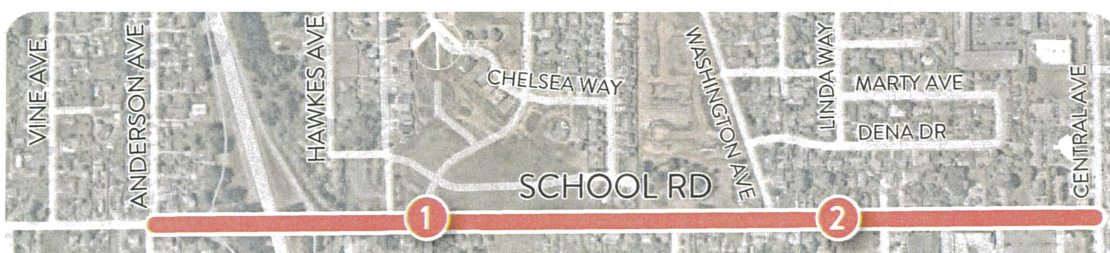
* Roundabout at Salmon Avenue

This segment focuses on modifying the roundabout to include pedestrian and bicycle support facilities such as an off-street trail/widened sidewalk to allow cycling outside of the circulating vehicular traffic for less confident bicyclists.



1 Roundabout Modification

2 Sidewalk Gap Closure



Transit Access Improvements

Based on collaborative discussions with HTA, improvements to transit stops are recommended. HTA operates the Redwood Transit System (RTS) which is a fixed-route bus route that serves the McKinleyville community. The RTS route travels primarily on Central Avenue with a segment on McKinleyville Avenue traveling adjacent Morris Elementary School and McKinleyville High School. This study recommends pursuit of transit stop improvements to include the following during capital projects led by the County, MCSD, Caltrans, or other applicable agencies:

- All-weather paved loading zone measuring at least 8-feet wide and 5-feet deep with 2% slope or less.
- A desired transit loading zone would measure 10-feet wide and 5-feet deep and meet ADA standards.
- Consider green infrastructure and hardscape improvements to highlight the transit stop.
- Provision of seating, trash receptacles, shelter, bicycle parking, and passenger information and wayfinding.
- Consider other amenities such as real-time transit arrival information.

Subject to advancement the Town Center Development project, HTA will evaluate potential route modification of RTS and potentially consider routing along Hiller Road with transit stops serving the new land use and potential transit riders.



Alternative 1

Alternative 1 is a 3.0-mile route that diverts east of Central Avenue to travel through low density residential areas. The route would be a combination of bikeway facilities along Central Avenue, Bartow Road, Cochran Road, Azalea Avenue, and North Bank Road.

The detailed alignment for Alternative 1 is as follows: Class I off-street shared-use path on the easterly side of Central Avenue traveling south toward Bartow Road. Along Bartow Road the facility continues east as a Class III bikeway, continues east along Cochran Road, and continues south along Azalea Avenue to the Azalea Avenue/Hewitt Road intersection. From here the facility transitions to Class II bike lanes continuing south on Azalea Avenue toward North Bank Road. At the Azalea Avenue/North Bank Road intersection an RRFB (or similar) would be installed to facilitate crossing to the southerly side of North Bank Road. A Class I off-street shared-use path would be constructed along the southerly side of North Bank Road connecting westerly to the 101 Mad River Bridge Bike Path.

Alternative 2

Alternative 2 is a 1.2-mile route traveling along the easterly side of Central Avenue. The facility would be a Class I off-street shared-use path along the easterly side of Central Avenue and continue along the northerly side of North Bank Road to the North Bank Road/Reserve Road intersection. An RRFB (or similar) would be installed at the North Bank Road/Reserve Road intersection to facilitate crossing to the southerly side of North Bank Road to connect to the 101 Mad River Bridge Bike Path. Alternative 2 would serve desired travel routes as shown in the photograph below where a cyclist is riding contraflow along Central Avenue.



Alternative 5

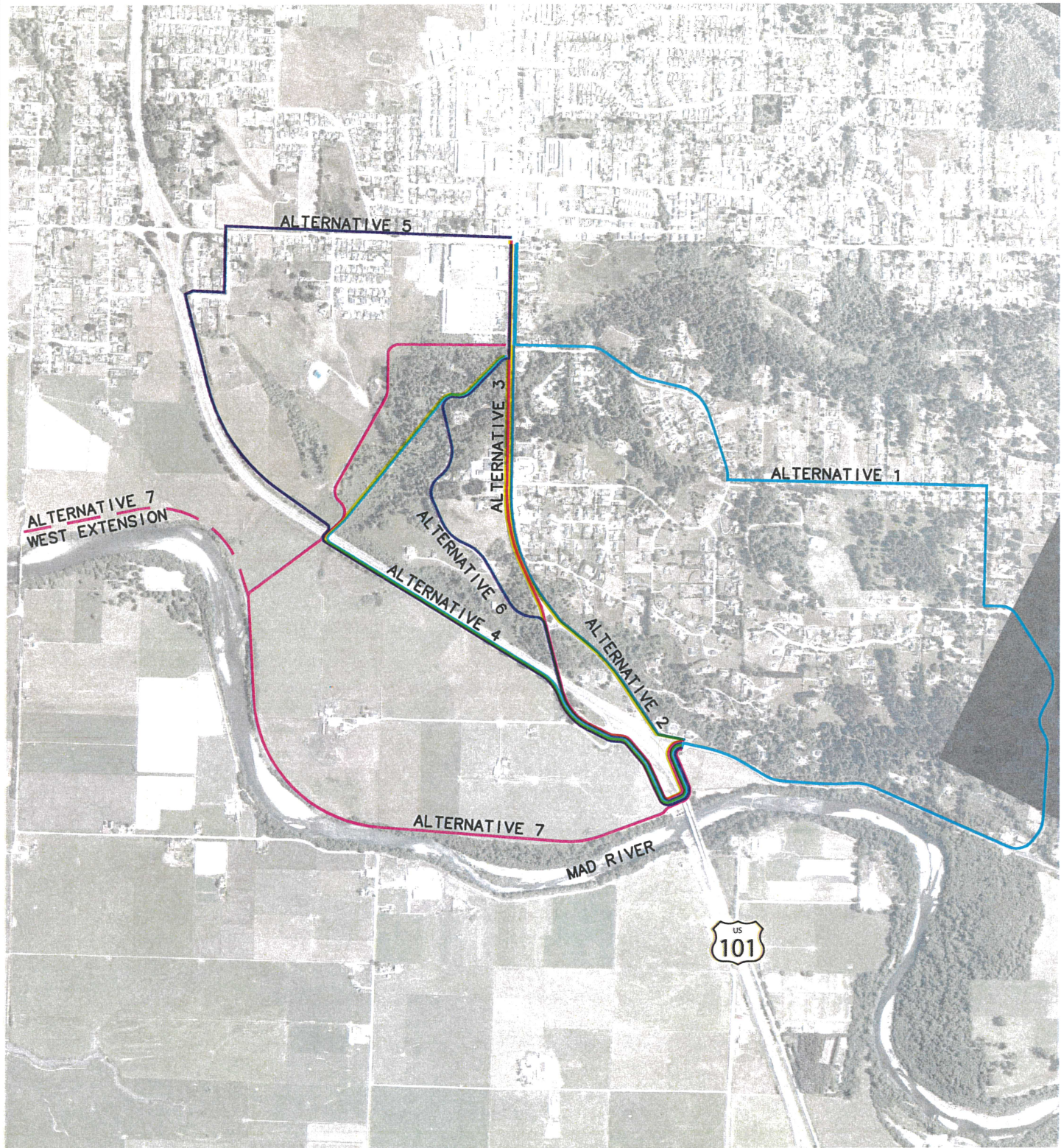
Alternative 5 is a 2.5-mile route that diverts west of Central Avenue to travel on existing bicycle facilities and along US-101. The facility would utilize the existing Class II bike lanes on School Road, then travel along Class III along local roads including Salmon Avenue and Griffith Road, and Class I off-street shared-use path along the easterly side of US-101. A new over or underpass facility would be constructed to cross to the west side of US-101 in the vicinity of Mill Creek. The Class I would continue along the westerly side of US-101 to reach Silva Road. The Caltrans maintenance access road located west of US-101 would be improved for public access which currently travels under US-101 near the Mad River and links to the easterly side of US-101 and connects to the 101 Mad River Bridge Bike Path. The photograph below shows the US-101 bridge as it crosses over Mad River from the north bank.



Alternative 6

Alternative 6 is a 1.6-mile route traveling along the westerly side of Central Avenue to Turner Road which serves residential land uses. A Class III along Turner Road is proposed with improvements to the roadway for pavement, signage and striping. Right of way would need to be secured at the terminus of the existing Turner Road for approximately 600 to 800-feet to connect to US-101. A new over or underpass facility would be constructed to cross to the west side of US-101. The Class I would continue along the westerly side of US-101 to reach Silva Road. The Caltrans maintenance access road located west of US-101 would be improved for public access which currently travels under US-101 near the Mad River and links to the easterly side of US-101 and connects to the 101 Mad River Bridge Bike Path.

Figure 16 Central Avenue South Long-Term Alternative Alignments



ALTERNATIVE 1	3.0 MI
ALTERNATIVE 2	1.2 MI
ALTERNATIVE 3	1.5 MI
ALTERNATIVE 4	1.7 MI
ALTERNATIVE 5	2.5 MI
ALTERNATIVE 6	1.6 MI
ALTERNATIVE 7	2.3 MI

SCALE: 1" = 1500'

CENTRAL AVENUE SOUTH LONG-TERM
ALTERNATIVE ALIGNMENTS



Alternatives 2, Alternative 4, and Alternative 6 scored highest in the performance evaluation. We recommend the County advance to a Project Report to narrow the preferred alternative and subsequently Preliminary Design and Environmental Documentation in collaboration with local partners and the public to determine right-of-way needs, probable construction costs, and identification of key items needed for future implementation. Given the engineering design, permitting, construction complexity, potential right-of-way acquisition needs, and availability of funding, this is expected to have a long-term schedule for implementation.

Figure 17 Central Avenue South Long-Term Alternative Alignments – Evaluation Results

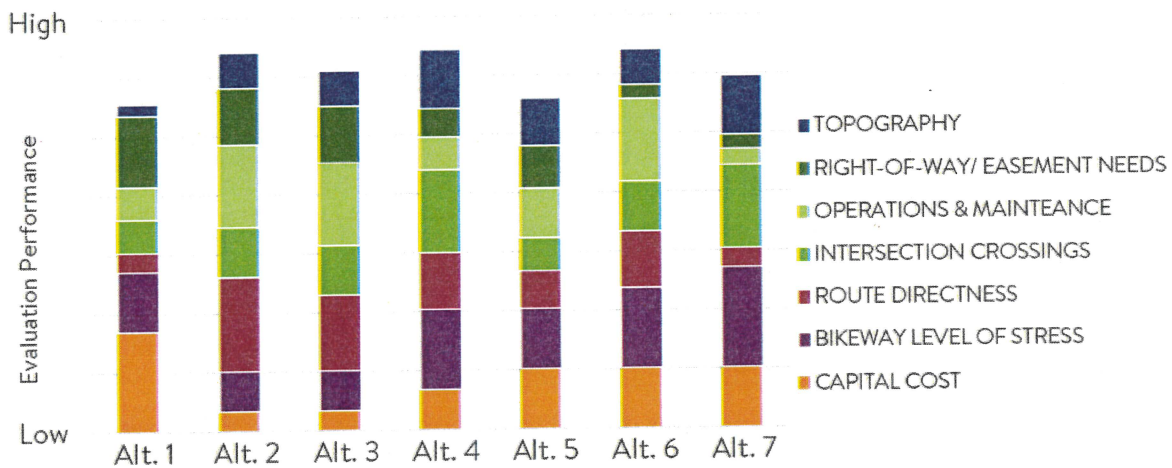
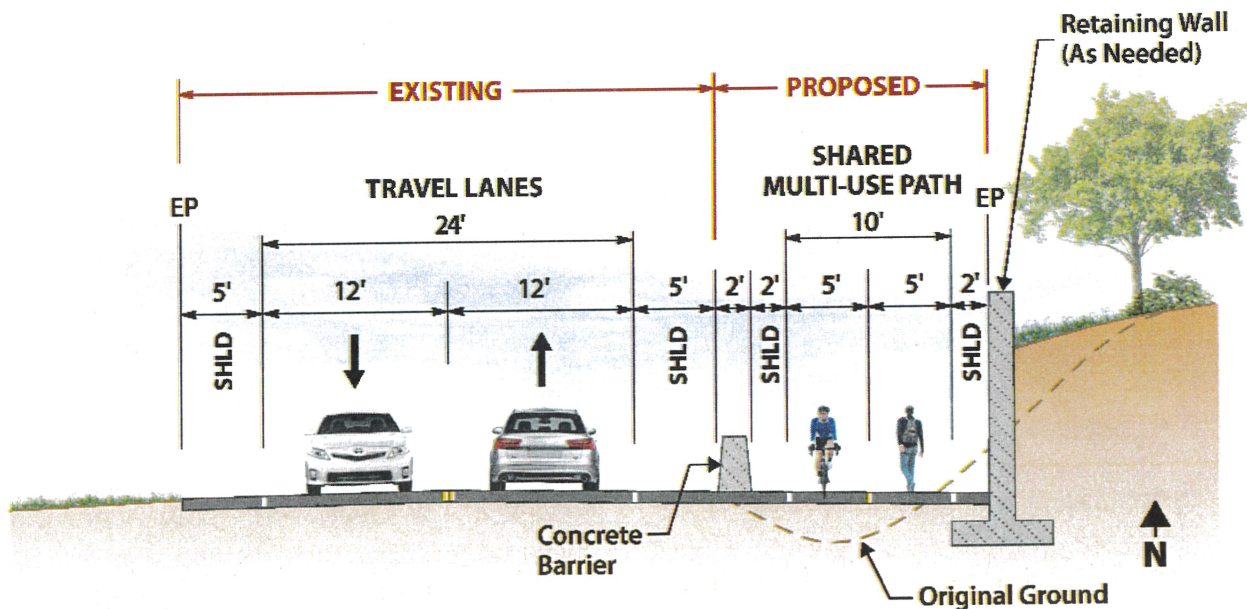


Figure 18 Central Avenue Between Henry Lane and North Bank Road – Alternative Alignment 2 Cross Section



Connectivity to Annie & Mary Trail

This project provides a potential connection to a new trail alignment along the Arcata & Mad River Railroad (known as the Annie & Mary Trail). The railroad corridor is publicly owned and has long been considered for implementation as a off-street trail for people to travel by walking, rolling, and cycling. The alignment of the Annie & Mary Trail would extend westerly from the City of Blue Lake along SR-299 and terminate around West End Road near the SR-299/Giuntoli Lane interchange. Providing improved connectivity to Giuntoli Lane will allow linkage to the Annie & Mary Trail when completed.

East-West Connectivity Along the Mad River

During the preparation of the report, improvements to the north bank of the Mad River was identified by agency staff. Upon implementation improvements such as a levee or maintenance access road, we recommend inclusion of a Class I off-street paved trail. The Class I along the northern bank of the Mad River could better link between two well-established connections crossing the Mad River; the Hammond Trail Bridge and the US-101 Mad River Bridge Bike Path.

Benefits to Disadvantaged Communities

The project recommendations benefit disadvantaged and historically underserved communities in the project area. Per statewide mapping, the McKinleyville area is designated as a low-income community. Per Assembly Bill 1550 (2016), low-income communities and households are defined as the census tracts and households, respectively, that are either at or below 80 percent of the statewide median income. Census Tracts 6023010501 and 6023010502 both are identified as low-income communities and encompass the project study area north of the Mad River. Therefore, the recommended project improvements will benefit disadvantaged community members.

Table 3 summarizes the estimated engineering construction cost for each Central Avenue South Long-Term Alternative. One of the seven alternatives identified is anticipated to advance for connection over the Mad River between McKinleyville and the City of Arcata.

Table 3 Central Avenue South Long-Term Alternatives and Estimated Costs

Alt	Alternative	Estimated Cost
1	Central Avenue South Long-Term Alternative 1	\$2,590,000
2	Central Avenue South Long-Term Alternative 2	\$13,631,000
3	Central Avenue South Long-Term Alternative 3	\$12,790,000
4	Central Avenue South Long-Term Alternative 4	\$10,749,000
5	Central Avenue South Long-Term Alternative 5	\$8,433,000
6	Central Avenue South Long-Term Alternative 6	\$8,961,000
7	Central Avenue South Long-Term Alternative 7	\$6,942,000

Next Steps

The County will continue partnership with stakeholders and public engagement to advance conceptual project designs to enhance multi-modal connectivity throughout McKinleyville.

Near-Term Project Prioritization

The County of Humboldt will coordinate among departments and local organizations as needed to program conceptual project elements into annual maintenance and capital improvement programs. Funding may be required to complete preliminary and final design, environmental review, right-of-way acquisition, permitting, and construction. Table 4 summarizes recommended prioritization of near-term projects.

Table 4 Near-Term Project Prioritization

Corridor	Recommendation	Phasing	Estimated Cost
Central Avenue South	Interim Improvements	Near-Term	\$975,000
Azalea Avenue	Class III Bikeway	Near-Term	\$314,000
Hiller Road	Sidewalk Gap Closure/Cycletrack	Near-Term	\$4,488,000
McKinleyville Avenue	Class II Bike Lanes	Near-Term	\$1,124,000
NEAR TERM IMPROVEMENTS - GRAND TOTAL			\$6,901,000

Appendices

Appendix A: Existing Conditions Maps

Appendix B: Phase 1 Engagement: Presentations and Materials

Appendix C: Phase 2 Engagement: Presentations and Materials

Appendix D: Project Area Focus Corridors: Concept Cross Sections

Appendix E: Project Area Focus Corridors: Cost Estimates

Appendix F: Central Avenue South Long-Term Alternative Alignment Cost Estimates





10/15/2025

Dear Supervisors,

I am writing to express my strong opposition to the proposed road diet lane reduction concept for Central Avenue between Railroad Drive and Heartwood Drive. While I support enhancements for walking and bicycling connectivity, reducing the number of vehicular lanes on this critical corridor is contrary to the needs of our community, traffic realities, and the documented preference of the public.

Central Avenue functions as an essential vehicular corridor that must maintain its current capacity. It is classified as a five-lane major/minor collector road. Traffic volume data estimates that up to 12,000 vehicles travel on Central Avenue throughout a 24-hour period. Implementing a lane reduction, which typically involves converting a multi-lane roadway into a three-lane roadway with a center turn lane, threatens to undermine the efficiency of this vital commercial core artery.

The preferred concept for improvements in the Central Avenue segment between Railroad Drive and Heartwood Drive, based on public feedback collected on the published 2023 McKinleyville Multimodal Connections Project Report was explicitly the multi-use trail. This widely supported alternative was identified because it preserves the current number of travel lanes. The community chose a solution that delivers high-quality multi-modal facilities *without* diminishing the existing vehicle capacity needed for a major collector road.

The preferred multi-use trail concept offers pedestrians and bicyclists a 10 feet wide, physically separated path for north-south travel on Central Avenue's westerly side. This approach achieves the project goals of improving safety and comfort for active transportation users through a dedicated facility, rather than relying on capacity reduction to calm traffic. Furthermore, portions of Central Avenue already include significant safety infrastructure, such as mid-block pedestrian crossings with refuge islands and user-activated rapid rectangular flashing beacons (RRFB's) and continental crosswalks.

For these reasons—the necessity of maintaining major collector traffic capacity, and the clear community preference documented in the public engagement process—I urge you to discard the road diet lane reduction concept and focus resources on advancing the widened sidewalk multi-use trail concept for Central Avenue between Railroad Drive and Heartwood Drive.

Thank you for considering this input as you advance project recommendations toward implementation.

Sincerely,

A handwritten signature in dark ink, appearing to read "Brenda Hinton", with a stylized, flowing script.

Brenda Hinton

246 Anker Road McKinleyville, CA 95519

10/15/2025

Dear County Supervisors,

I am writing to register my strong objection to the proposed Central Avenue Road Diet (lane reduction concept) for the Town Center segment. This proposal conflicts directly with the established goals of the *McKinleyville Community Plan* (MCP), particularly concerning the function of Central Avenue as both a commercial core and a critical vehicular corridor.

The McKinleyville Community Plan prioritizes multi-modal improvements in conjunction with, not instead of, adequate traffic capacity:

1. **Mandate for Convenient Automobile Access:** The MCP, in its section on the Town Center (Chapter 2350, Goal 2351, paragraph 2), states the objective is: "To develop an area of mixed land uses which encourages bicycle and pedestrian travel, yet allows for convenient and safe automobile access". Implementing a road diet, which intentionally reduces the number of vehicular travel lanes, directly contradicts the mandate to maintain "convenient... automobile access" on Central Avenue, which is designated a five-lane major/minor collector road.
2. **Requirement to Accommodate Future Growth:** The Circulation Element of the MCP (Chapter 4200, Goal 4220) specifies that the circulation system must "Provide for a circulation system which will accommodate growth in the McKinleyville area". Central Avenue serves as the primary access route to Highway 101 to the South and carries up to 12,000 vehicles daily. Reducing lanes on this major collector impedes its ability to "accommodate growth," prioritizing flow reduction over regional circulation needs required by the plan.

Instead of a road diet, the publicly supported alternative, the widened sidewalk multi-use trail concept, should be advanced, as it provides a physically separated path for active transportation users while successfully preserv[ing] the current number of travel lanes. This alternative better honors the MCP's comprehensive requirement to support multi-modal use without sacrificing the capacity necessary for a major collector road in a growing community.

Sincerely,

Jan M. Lonn

246 Anker road

McKinleyville CA 95519



Outlook

McKinleyville "Road Diet" 10/20/2025 Meeting

From Kalynne Hannah <k.j.hannah88@gmail.com>

Date Wed 10/15/2025 3:48 PM

To COB <COB@co.humboldt.ca.us>

 2 attachments (118 KB)

B Hinton.pdf; J Lonn.pdf;

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please see attached letter from 2 community members opposing the Road Diet on Central Ave for the upcoming Board of Supervisors meeting on Monday October 20th. Thank you!

10/15/2025

Dear Humboldt County Supervisors

I am writing to express my concern regarding the potential implementation of a road diet lane reduction on Central Avenue, particularly within the segment encompassing the Town Center area (roughly between Railroad Drive and Heartwood Drive). While safety improvements for pedestrians and bicyclists are strongly supported, relying on generalized collision statistics to justify a reduction in vehicle travel lanes within this specific section is an unfair representation of the roadway's actual risk distribution.

The collision data provided in the McKinleyville Multimodal Connections Project report that was published in 2023 identifies specific areas of heightened danger on Central Avenue, and these areas do not primarily correlate with the commercial core segment where the road diet is being considered:

1. **Collision Concentration is North:** Between 2015 and 2019, Central Avenue recorded a total of eleven multi-modal collisions (eight pedestrian and three bicycle collisions). The report explicitly states that eight of these eleven collisions were concentrated between Heartwood Drive and Anna Sparks Way. Since the core Town Center area often referenced in planning discussions includes or begins near Railroad Drive and extends toward Heartwood Drive, arguing for a drastic capacity reduction in this section based on collisions concentrated *north* of Heartwood Drive (up to Anna Sparks Way) does not align with the geographical evidence of the primary safety hotspot. The high concentration of accidents in that specific area (Heartwood Drive to Anna Sparks Way) is linked to the density of surrounding retail land uses, which increases conflict points between vehicles and active transportation users.
2. **Fatalities Occurred in the Far South:** The most severe safety issues, including all recorded fatalities, occurred in the southern extremities of the corridor. The crash history between 2015 and 2019 shows five fatalities involving a pedestrian or a bicyclist on Central Avenue between School Road and the 101 Mad River Bridge Bike Path. Furthermore, all pedestrian fatalities within the project area (2015-2019) occurred along Central Avenue and US-101. This southern segment is specifically characterized as challenging and not a comfortable solution for users and often sees contra flow walking and cycling. These statistics highlight that the critical, high-severity safety needs are concentrated *south* of the Town Center area, not within the commercial core near Railroad Drive and Heartwood Drive.
3. **Existing Countermeasures in the Commercial Core:** The segment of Central Avenue that includes the commercial core has already benefited from significant infrastructure upgrades implemented by the County's Department of Public Works in 2016. These existing improvements were intended to enhance safety and include:
 - Mid-block pedestrian crossings with refuge islands.



Outlook

McKinleyville "Road Diet" 10/20/2025 Meeting

From Kalynne Hannah <k.j.hannah88@gmail.com>

Date Wed 10/15/2025 4:20 PM

To COB <COB@co.humboldt.ca.us>

 1 attachment (100 KB)

KHannah.pdf;

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please see attached letter opposing the Road Diet on Central Ave for the upcoming Board of Supervisors meeting on Monday October 20th, 2025. Thank you!



Outlook

Mck road diet

From Mike Prat 806 <allaxis707@gmail.com>

Date Wed 10/15/2025 4:22 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

This is the wrong idea. We need more lanes not less. Its 2025 not 1985!!! Have some vision about emergency of fire and road is jammed up?? Do you want that on your conscience? Mck is growing and people want shop and patronize other businesses. This plan is anti- community to the core. Your gonna make it worse not better and waste all this money and then more money to return it the way it is now!! I cant say it enough how bad this non plan is.

Vote it down!!

Mck resident

Michael Pratowski

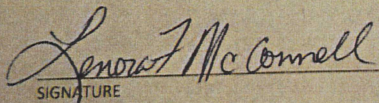
Sent from my iPhone

To: Humboldt County Board of Supervisors
From: Concerned Citizens of McKinleyville
RE: MMAC's intent to reduce Central Avenue driving lanes from 4 lanes to 2 lanes
Date: October 13, 2025

Dear Humboldt County Board of Supervisors,

I am vehemently against the idea of reducing lanes on Central Avenue in McKinleyville for many reasons. Some of the reasons we have discussed are the following:

1. With one lane south and one lane north, as well as a turn lane, emergency vehicles will be unable to get through our town to aid those in need. Our fire department and sheriff's department are both in the middle of the intended Central Avenue "Road Diet" area.
2. Oftentimes it is difficult, once you get into the middle lane, to turn into businesses along Central Avenue when traffic is heavy. If the lanes are reduced, it will create constant bumper to bumper traffic, which will impede the ability of people in turn lanes to get across the remaining lane of traffic. This is already the case at certain times of the day, when you are at the south end of town trying to exit the Open Door Clinic or Tri-Counties Bank parking lots. Traffic backed up at that stoplight makes it difficult to get across to the middle turn lane to go north.
3. At certain times of day it is already difficult turning onto Sutter Road, as the center lane fills up and traffic trying to turn onto Sutter ends up in the southbound lane. If we are reduced to only one southbound lane, this will stop traffic trying to get out of McKinleyville.
4. With the intent of adding about 6,000 residents to the town center area, the traffic will become a problem even without the reduction of lanes on Central Avenue.
5. CalTrans did a traffic study a few years ago, and the "Road Diet" option was not the recommended option. In the traffic study, there was a summary of respondents' answers to various questions asked by MMAC at that time. Out of 100%, only 7% of respondents wanted to see any changes to Central Avenue. From the responses I am seeing on public posts, those were likely concerns about overgrown plants and brush making it difficult for some to pass, especially those who are wheelchair bound. Most respondents are very worried about other areas such as Sutter Road, Azalea Avenue, and McKinleyville Avenue, which are in really bad shape.
6. If you take away our lanes, most people will avoid this area, especially during the day, and take other routes like Azalea Avenue, Sutter Road, McKinleyville Avenue, Railroad Avenue, etc. to get around the mess of traffic. Those road options are already concerning for a variety of reasons.
7. We want our residents to be able to shop in McKinleyville. It will take a great deal more time to get to our shopping center and town center. People have already began expressing their option to shop closer to where they work or live, rather than having to deal with what we all anticipate will be a traffic nightmare in McKinleyville if the reduction of lanes happens without proper planning and a comprehensive traffic study.
8. As a resident of McKinleyville or someone who often shops or works in McKinleyville, I am against this option until an independent, comprehensive traffic study has been conducted.


SIGNATURE

LENORA F. McCONNELL
NAME


PHONE #

memasivalive@sbcglobal.net
EMAIL ADDRESS



MMAC Plan

From Lenora McConnell <mema5isalive@sbcglobal.net>

Date Wed 10/15/2025 10:07 PM

To COB <COB@co.humboldt.ca.us>; Bohn, Rex <RBohn@co.humboldt.ca.us>; Bushnell, Michelle <mbushnell@co.humboldt.ca.us>; Wilson, Mike <Mike.Wilson@co.humboldt.ca.us>; narroya@co.humboldt.ca.us <narroya@co.humboldt.ca.us>; Madrone, Steve <smadrone@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

1. MMAC did not listen to the public opinion.
2. I wish to express my opposition to the plan submitted by MMAC and passed on by the Planning Dept.
3. We do not want or need Central Avenue to be decreased to single lanes. Police/Sheriff and fire would have a harder time to get through this section. The Middle school at the corner of Central and Railroad will be adding 2 grades next year. That intersection is already extremely busy now with busses and parent's cars. Cars will be very backed up on Railroad and Central. This would also cause other roads to be used more heavily. And all those OTHER ROADS are lined with homes.
4. The proposed roundabout at McKinleyville Ave and Hiller Rd is definitely not needed. There is not a heavy traffic problem at this four way stop. I have been driving and walking through this intersection on my way to Central Ave for 60 years without any problems. However, the only thing this four way stop could use is painted crosswalks to show walkers and cars exactly where they each should be.
5. We do not need 6,000 more people in a center square. What we need are businesses where we can buy more than food and small essentials.
6. And what about the wetlands?????? I have heard that is a real iffy deal.



Outlook

McKinleyville town center

From Chris Kellawan <ckellawan@gmail.com>

Date Thu 10/16/2025 9:39 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Hello,

I'm a McKinleyville homeowner, and I want to express my sentiment in regards to the potential narrowing of Central Ave in McKinleyville. I'm not in favor.

Sincerely,

Chris Kellawan

ckellawan@gmail.com

Humboldt Commons

From Jill Nichols <j5cents@live.com>

Date Mon 10/13/2025 9:53 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please approve the eir for Mckinleyville town center. I'm hoping to qualify for the low cost housing there once it's developed! I love Humboldt. My children live here and I hope to still be around for grandchildren in the future. I'd like for them to be able to visit me there! Thank you.

Jill Nichols
Eureka CA 95501

Get [Outlook for Android](#)



Outlook

McKinleyville Town Ordinance.

From Ted Humphry <ted.humphry@gmail.com>

Date Mon 10/13/2025 12:52 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

This town ordinance has been discussed for a long time. It has been refined and updated. I hope you will pass it.

Ted and Cindy Humphry
McKinleyville residences



Outlook

Town Center Ordinance

From Julie Fulkerson <juliefulkerson@mac.com>

Date Mon 10/13/2025 1:30 PM

To COB <COB@co.humboldt.ca.us>; Planning Clerk <planningclerk@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please support the McKinleyville Town Center Ordinance and accept the FEIR.

Why?

Years of planning and inclusive input.

A community that deserves its heart to be preserved.

Economic opportunities will be supported.

Innovative development is underway...

Humboldt Commons enhances all aspects of McKinleyville

It is time to move forward.

Julie Fulkerson

Former Business Owner in McKinleyville



Outlook

In support of the McKinleyville Town Center Ordinance

From Tracy Jordan French <tracyjordanfrench@gmail.com>

Date Mon 10/13/2025 3:50 PM

To COB <COB@co.humboldt.ca.us>

Cc Planning Clerk <planningclerk@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

I have been a homeowner in McKinleyville since 1992 and have participated in MANY community meetings regarding the plans for a future Town Center ordinance. I support the EIR and look forward to living in the town center one day as a member of Humboldt Commons, aka Life Plan Humboldt.

Patricia Jordan French

1282 Azalea Ave, McKinleyville, CA 95519

Public Comment for October 20 BOS Special Meeting from MCSD

From Joey Blaine <jblaine@mckinleyvillecsd.com>

Date Tue 10/14/2025 1:41 PM

To COB <COB@co.humboldt.ca.us>

Cc Ford, John <JFord@co.humboldt.ca.us>; Mary Burke <mburke5@gmail.com>; Pat Kaspari <pkaspari@mckinleyvillecsd.com>

 1 attachment (524 KB)

MCSD October 20 Special Meeting Public Comment.pdf;

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Good afternoon,

Please find attached public comment from McKinleyville Community Services District. A copy was also been sent via USPS.

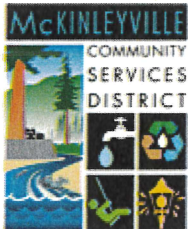
Best,

Joey Blaine, CMC

Board Secretary | Administrative Assistant | McKinleyville CSD

Phone: 708.222.1110 ext 1110

jblaine@mckinleyvillecsd.com



Please note that email correspondence with McKinleyville Community Services District, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.



October 1, 2025

Humboldt County Board of Supervisors
825 5TH Street
Eureka, CA 95501

RE: McKinleyville Town Center Ordinance

Dear Board of Supervisors:

The McKinleyville Community Services District is supportive of the Town Center Project and looks forward to the economic growth, sense of place, and community pride that the future development will bring to McKinleyville.

While the District supports the overall goals of the McKinleyville Town Project, it continues to have concerns regarding the proposed road diet for Central Avenue between Heartwood Drive and Pickett Road. Currently, the District does not feel it has sufficient information about the design to confidently assess the impact of the proposed changes to our water and sewer infrastructure. The District Staff needs to be able to safely access and maintain our infrastructure, and the level of design presented to date does not allow us to fully assess these potential impacts. It should also be noted that the District Board Members have been hearing similar concerns from their constituents concerning the potential traffic impacts from the proposed cross section.

The Planning Commission's recommendation to the Board of Supervisors that a McKinleyville-wide Traffic and Circulation Study be completed prior to the Central Avenue design, and that the preliminary design be brought to the McKinleyville Municipal Advisory Committee and the Public for review and input is a good first step in the analysis of the impacts. The District respectfully requests that we also be actively engaged as a key stakeholder throughout the planning and design process and be given the opportunity to comment on the design.

The McKinleyville Community Services District recommends that the Board of Supervisors certify the EIR and adopt the Town Center Ordinance as written, with the addition of the Planning Commissions recommendations that a McKinleyville-wide Traffic Study be conducted and the future design of any changes to Central Avenue be reviewed with the MMAC and McKinleyville CSD prior to final design and implementation.

Thank you for your consideration of the District's concerns.

Sincerely,

James Biteman

MCSD Board President

Patrick Kaspari, PE

General Manager, MCSD

1656 SUTTER ROAD
MCKINLEYVILLE, CA 95519

PHONE
FA

1

mckinleyvillecsd.ca.gov

PO BOX 2037
MCKINLEYVILLE, CA 95519

McKinleyville Town Plan

From Charles Perkins <cwperkins31416@icloud.com>

Date Wed 10/15/2025 8:09 AM

To COB <COB@co.humboldt.ca.us>; Planning Clerk <planningclerk@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

I am writing, as a McKinleyville resident, to say that I strongly approve of the McKinleyville Town Plan. Nearly all of the McKinleyville people I have discussed this with also agree. If McKinleyville is to become a town of its own, we need to create a town center feel beyond a collection of strip malls and a 5-lane highway on Central Ave. Central Ave traffic is a major problem and narrowing the street is the right thing to do. Many people drive too fast and treat it like a highway.

Please proceed to implement the Town Plan.

Regards,

Charles Perkins

To: Humboldt County Board of Supervisors

From : Dr. Patricia A Girczyc

Re: McKinleyville Town Center Ordinance

An Ordinance rezoning parcels in the McKinleyville Town Center from Community Commercial(C-2) with combining zones for Noise, Wetlands, and Airport Safety and Residential Multi-Family(R-3) with combining zones for a Q Zone for housing, Noise, Wetlands and Design Review to aMixed Use Zoning Designation with a Q-Zone Overlay expressing development criteria and permitted uses in the Town Center on parcels 508-251-060, 510-133-013-000, 508-251-008,508-251-061, 508-251-040, 508-251-051, 508-251-052, 508-251-034, 508-251-035, 508-251-023, 508-251-024, 510-133-006, 510-411-031, 510-133-032, 510-133-028, 510-411-025, 510-411-014, 510-411-006, 510-411-016, 510-401-027,510-401-026, 510-401-022, 510-401-011, 510-401-028, 510-401-003, 510-341-015, 510-341-019, 510-341-039, 510-341-017, 510-341-041,510-132-013, 510-132-031, 510-132-007, 510-132-032, 510-132-017, 510-132-015, 510-132-003,510-122-022, 510-122-005, 510-122-036, 510-122-037, 510-122-024, 510-122-003, 510-122-031,510-122-033, 510-134-022, 510-122-035, 510-122-032, 510-122-028, 510-122-027, 510-122-026,510-122-025.

I have been a tax payer in Humboldt County since 1981 and a resident of McKinleyville for the past 42 years. Those were the years when gyppo mills spewed their smoke, raw sewage flowed along the ditches and horses and developers (think Knox Cove) had the right of way!

Thanks to the efforts and patience of dedicated community members many of these past discretions have been addressed by elimination, improvement and ordinance.

Though the concept of a town center began in 1965, the formation of the McKinleyville Municipal Advisory Committee in 2002 set the path for an actual development plan .

The years of work, the hours of meetings and over twenty two years of study, has resulted in informed recommendations, ordinances and a vision for the future.

My husband & I want to live out our days in McKinleyville. We are supporters of Llife Plan Humboldt and want to move into Humboldt Commons. The Town Center Plan included broad and detailed input from the community over a five year period. What I have read and heard about current resistance to this plan is often poorly informed or misinformed. A delay of Board approval would be costly to Humboldt Commons development. Adoption of the EIR will allow Humboldt Commons to stay on schedule and move forward.

Please approve the Town Center ordinance and Central Ave lane reduction

From Jim Hilton <jcarlhilton@gmail.com>

Date Wed 10/15/2025 4:06 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Hello, my name is James Hilton, I have been a McKinleyville resident for over 35 years. People are afraid to walk and bike on Central Avenue. Five lanes, 72 feet wide, 35 mile an hour speed limit. It's also very loud with large engines accelerating rapidly and often. This is a car centric Main Street on steroids. It's old-fashioned, but not what I'd call a rural feel. The design of Central Avenue ignores the needs of many, especially people without cars, people with disabilities, the young, the old. In a wheelchair or not, anyone walking or rolling on active transportation is in danger. Central Avenue divides our community in two. It is dangerous. This could change. Now is the time to plan for our future.

A 72 foot roadway has great potential. Plenty of room for everyone.

Research has shown that more foot traffic equals more business. Well designed streets attract investment, are safer for everyone, and having a pleasant walk to the store or park helps create community and is a healthy alternative to driving. Calmer traffic patterns reduce noise, pollution, particulates, CO2.

In the long run, I suggest it is best to plan for roundabouts in McKinleyville so traffic can flow, reducing congestion. That change will take planning and time. To start please move rapidly to separate the flow of cars and trucks from foot and bike traffic and shorten pedestrian crossings. We need to be able to walk, Bike, roll and drive in both directions, and need space and or some vertical barrier between the larger vehicles and the rest of us. Traffic calming is needed.

Thank you,

James Hilton
95519

Sent from my iPhone