



→ HCAOG TAC Meeting  
May 7, 2024

# Vibrant & Multimodal Neighborhood Planning Project: PlaceMix Results

# Welcome



# Agenda

- **1. PlaceMix Overview - Review**
- 2. PlaceMix Case Studies**
  - **McKinleyville**
  - **Eureka**
- 3. Interactive Review of other Wigi Areas**

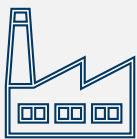
# Place Mix Overview Review

## The 4Ds

1D



Neighborhood  
**Design**  
(Multimodal  
network quality)



Land Use  
**Diversity & Density**

2D

3D

Proximity to  
Destinations



Weighted  
by trips

4D

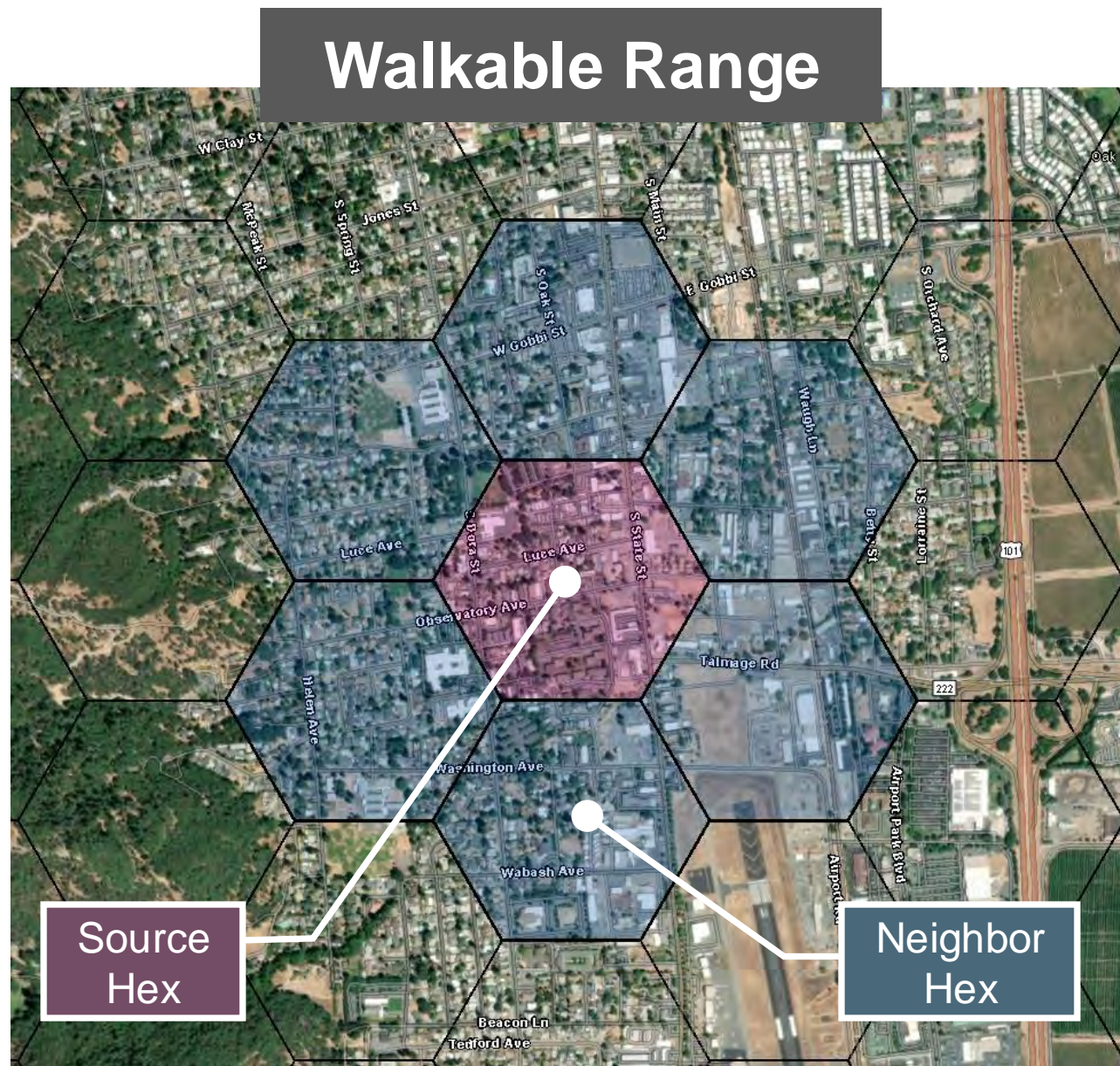
- Analysis based on 4Ds of Smart Growth: **density, diversity, design, and destinations**
- Proximity-based scoring system allowing land use projects or plans to be evaluated based on how well they:
  - Reducing **GHG emissions**
  - Promoting **multi-modal transportation networks**
  - Promoting a **diversity of land uses**
- Accounts for walkable and bikeable distances; network quality / connectivity
- Geoprocessing model in GIS software
- Summarized in a dashboard for ease-of-use and nuanced, informative and interactive results

1D

# Design – Walkable Areas

Divide any study area into hexagons representing a 0.5-mile walking distance

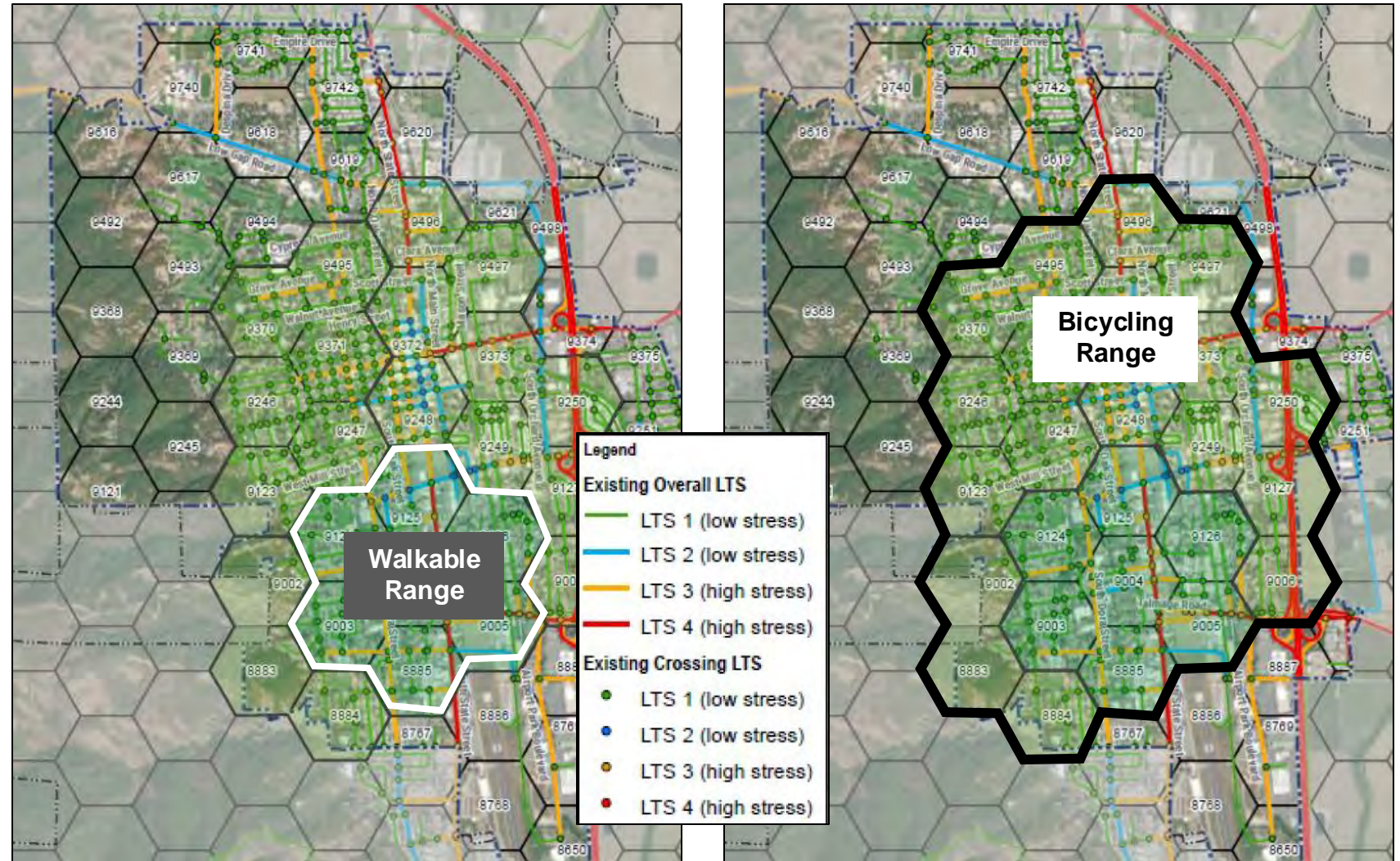
Identify connected “neighbor” hexes for each “source” hex within walking distance



# Design – Bikeable Areas

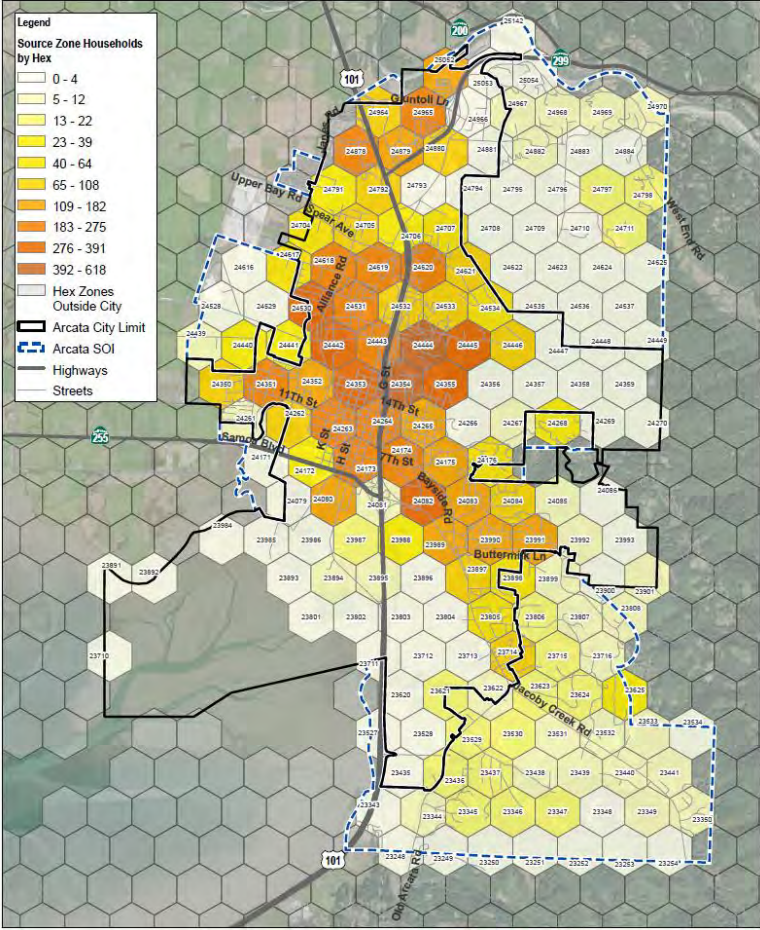
Research shows a reasonable “bike” shed is at least 1.5 miles

We connect additional hexes along low-stress bike network

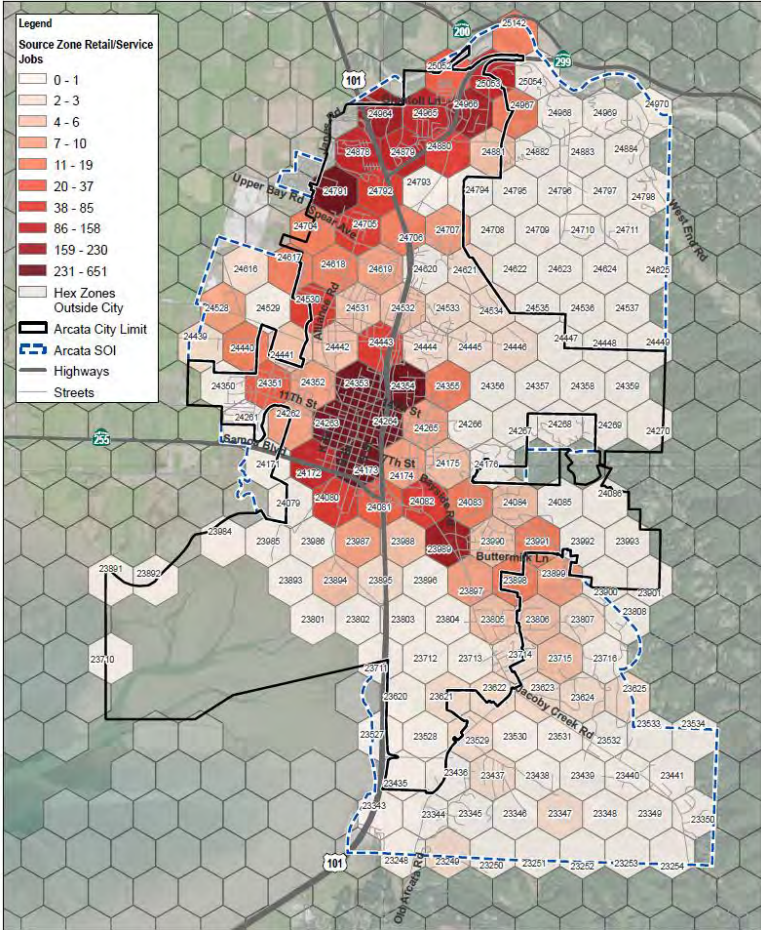


# Land Use Density

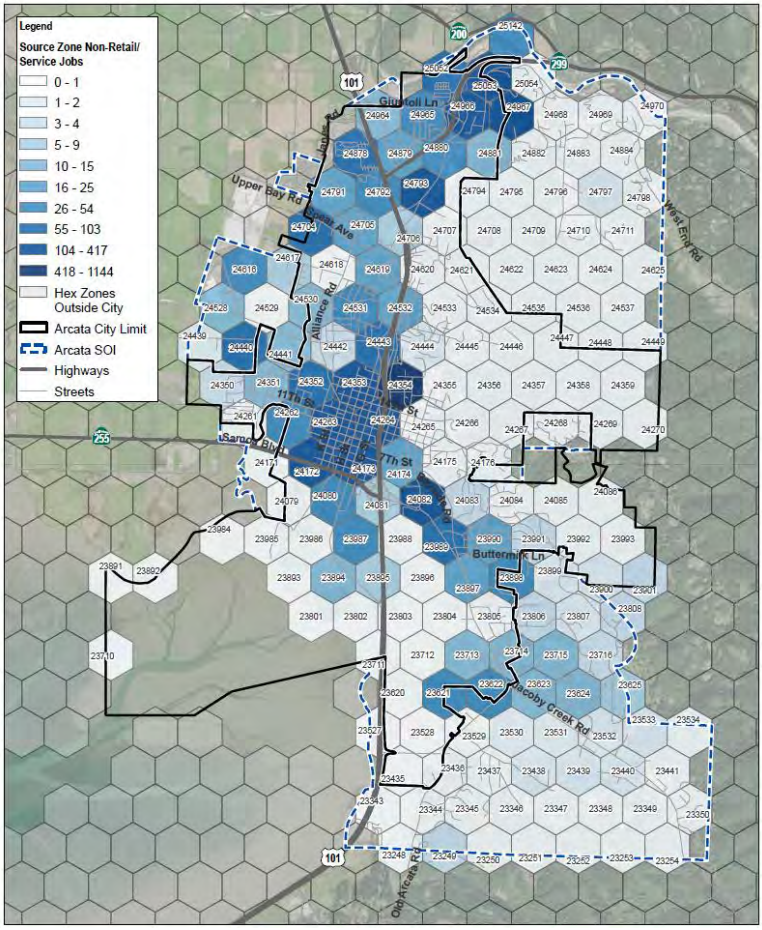
## Arcata Examples



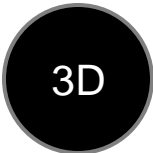
Households



– Retail Jobs

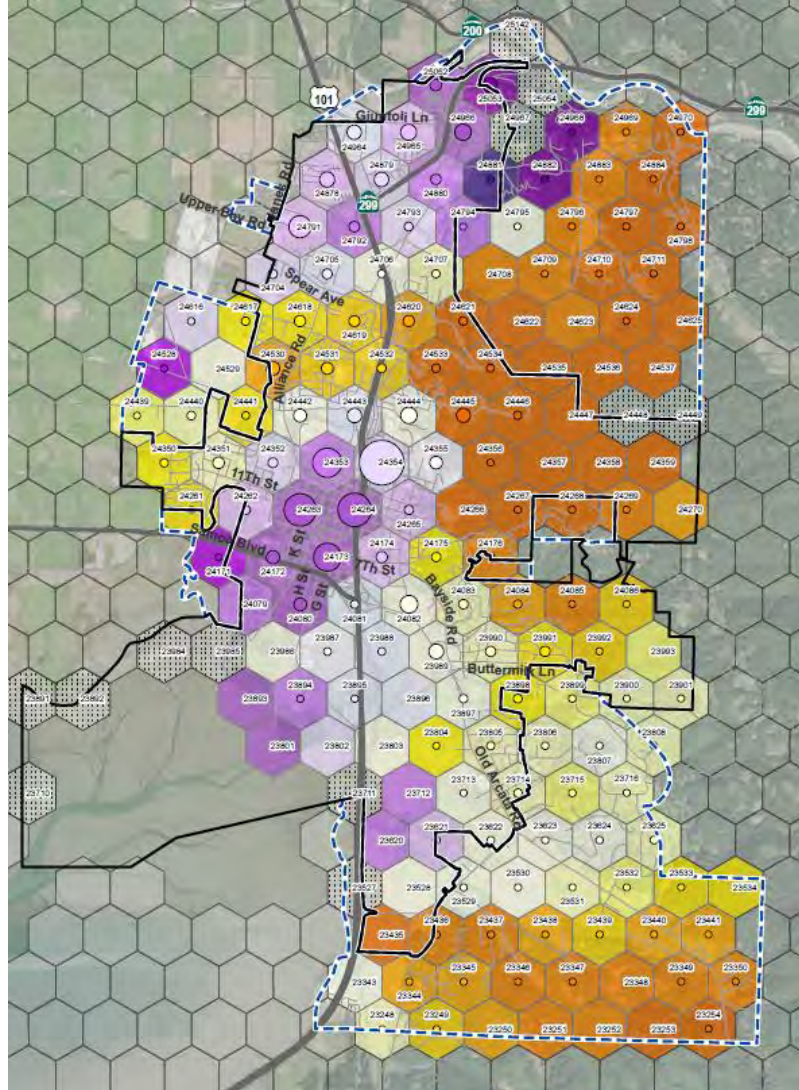


– Non-Retail Jobs

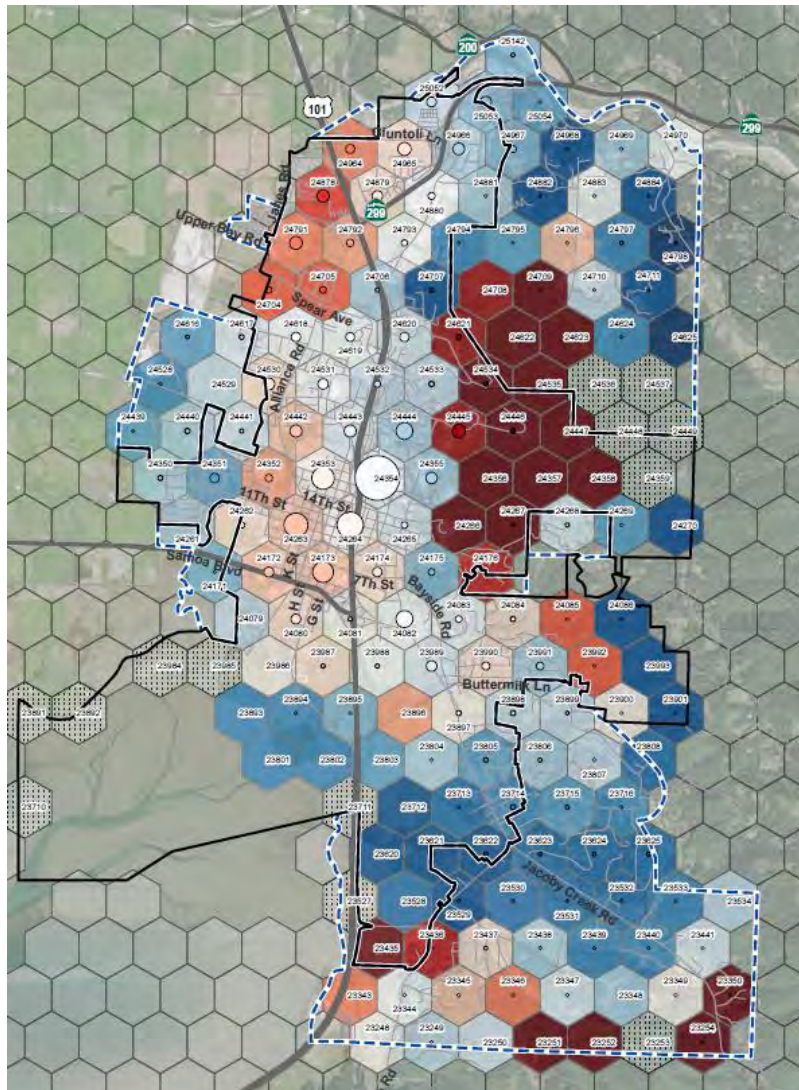


# Land Use Diversity

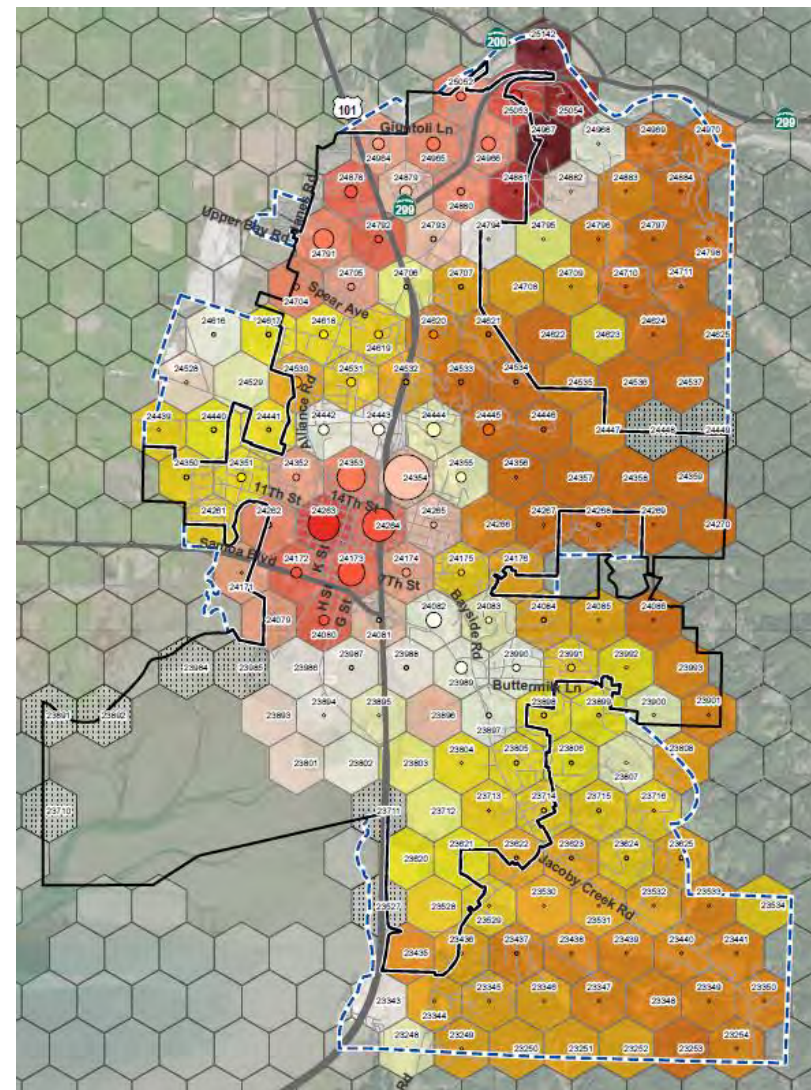
## Arcata Examples



Jobs / Housing Diversity



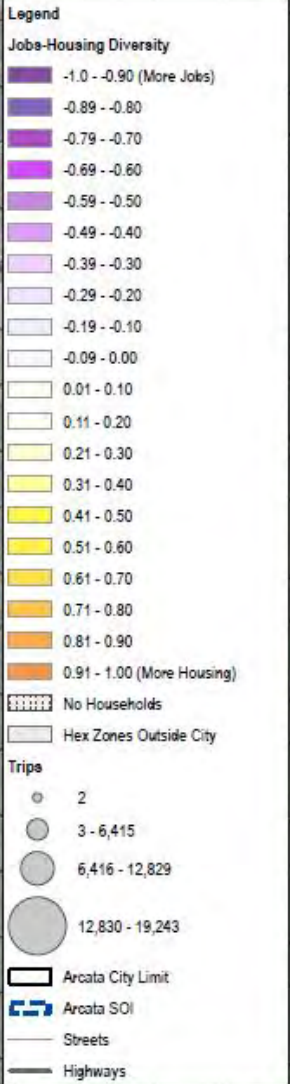
Job Mix Diversity



Retail / Housing Diversity

**HUMBOLDT COUNTY  
JOBS-HOUSING  
DIVERSITY**

EXTENT OF  
MAIN MAP  
FRAME



# Regional Picture of "Smart Growth" Neighborhoods

# Adding Key Points of Interest – Transit, Schools, Parks, Fresh Food



– Parks



– Grocery / Fresh Food



– Schools



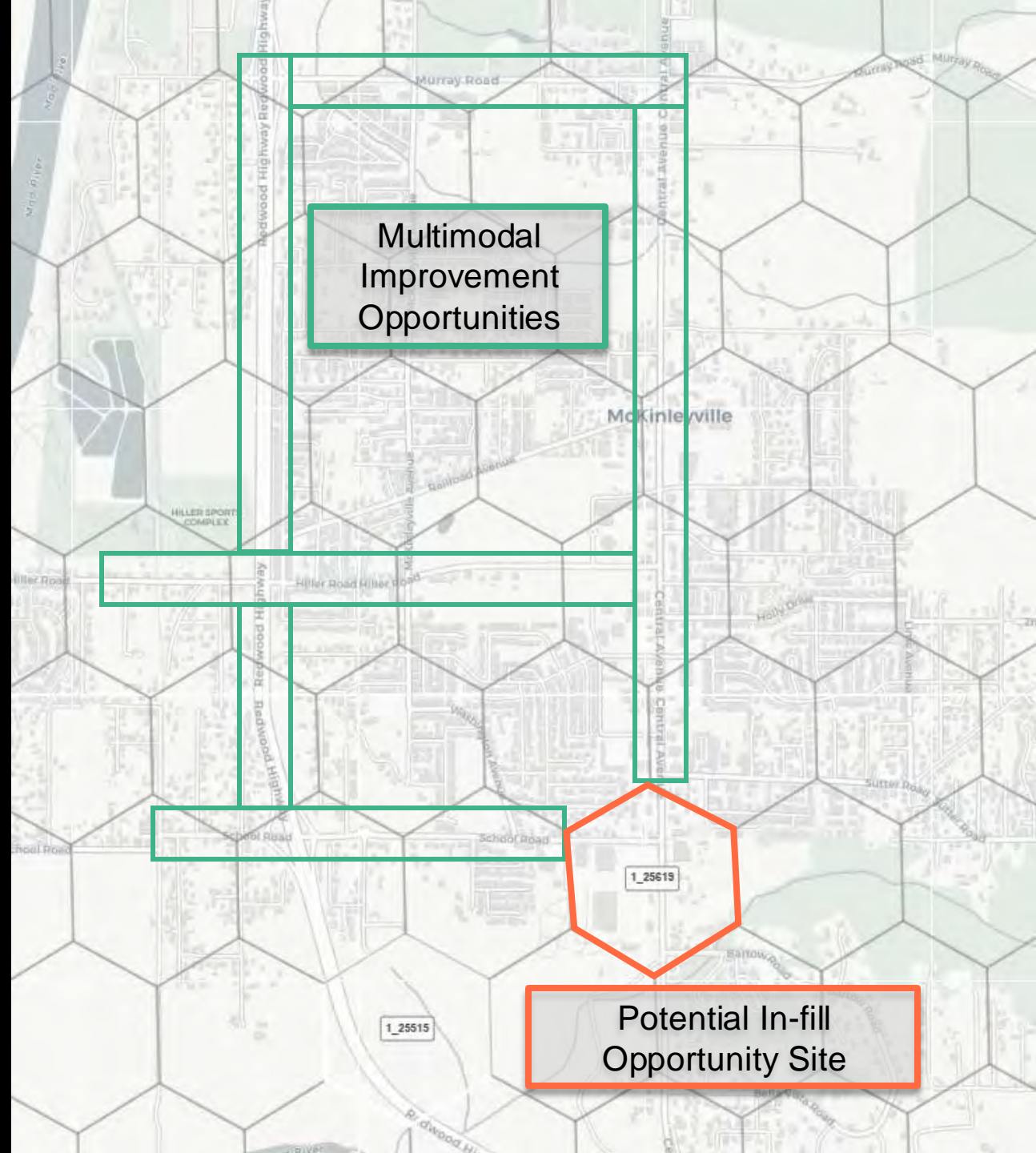
# Case Studies





# Case Study 1

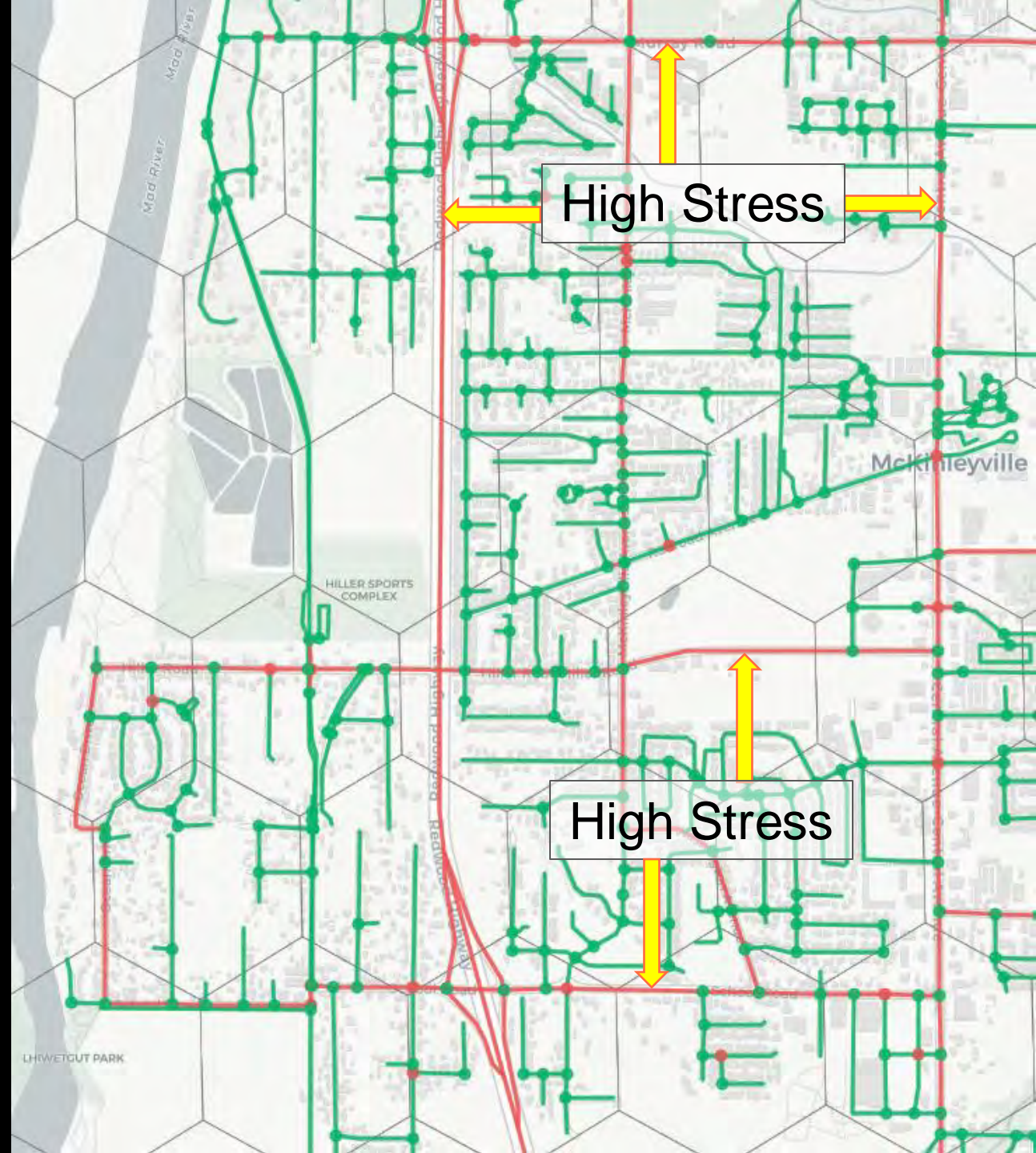
→ McKinleyville



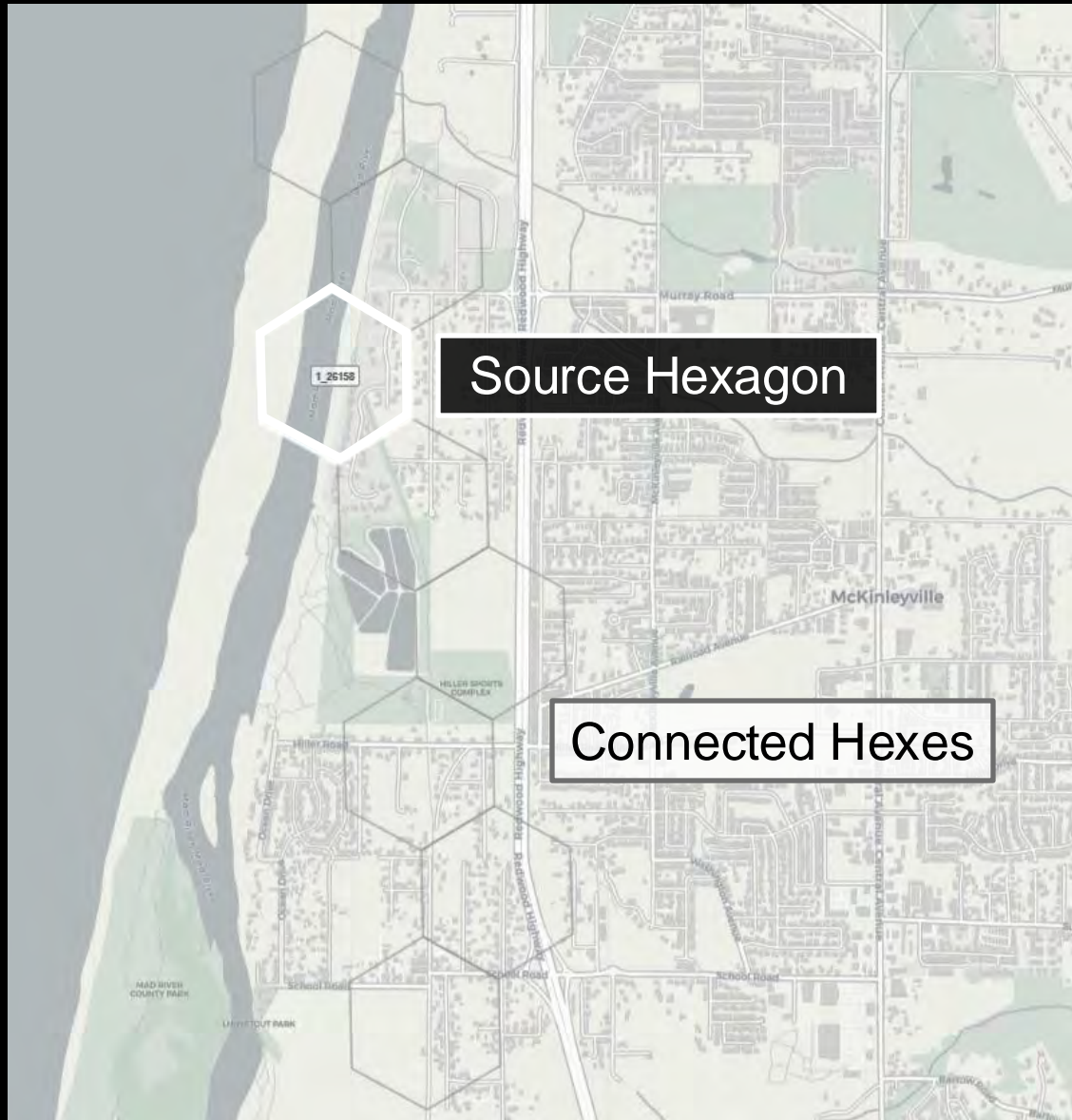


# High Stress Barriers

→ US 101 & Murray, Hiller and School Roads



# High Stress Barriers: Connectivity Implications



West side of US 101



East side of US 101

# High Stress Barriers: Connectivity Implications



Hiller Road

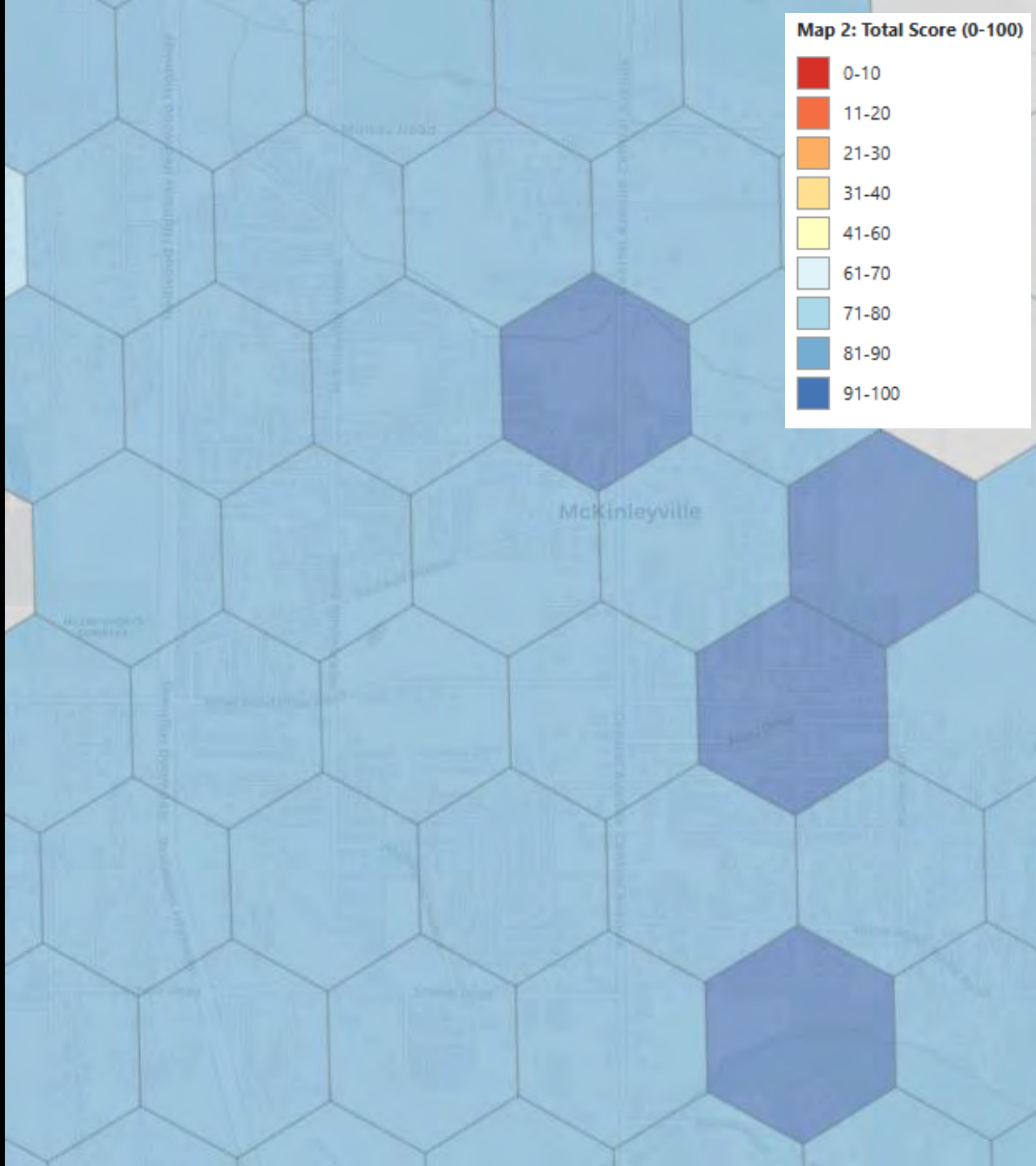


Murray Road



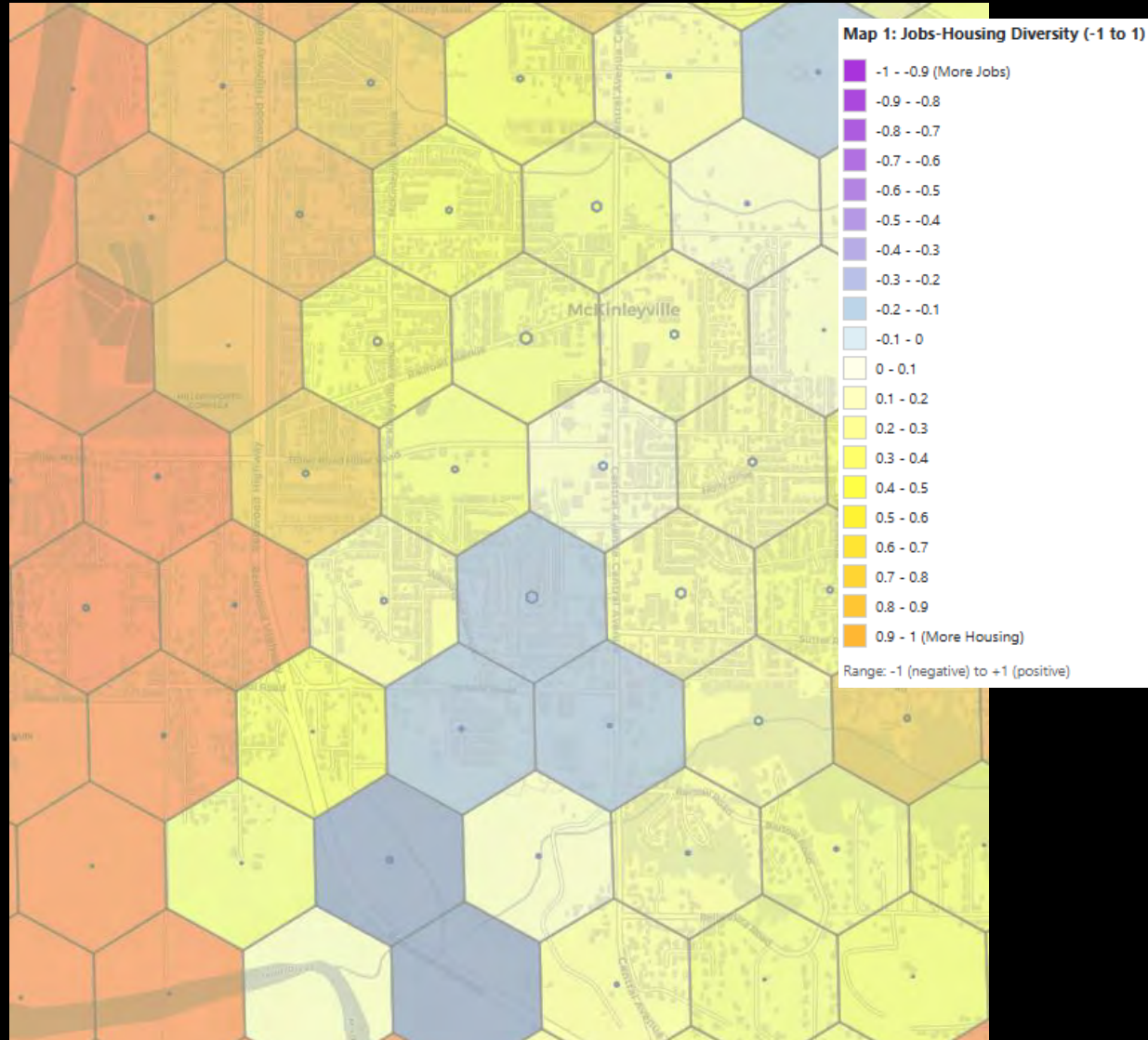
## Impacts to Overall Score

→ The area on the west side of US 101 are assigned a total score in the low 70s, while to the east are assigned a score in the high 70s to low 80s

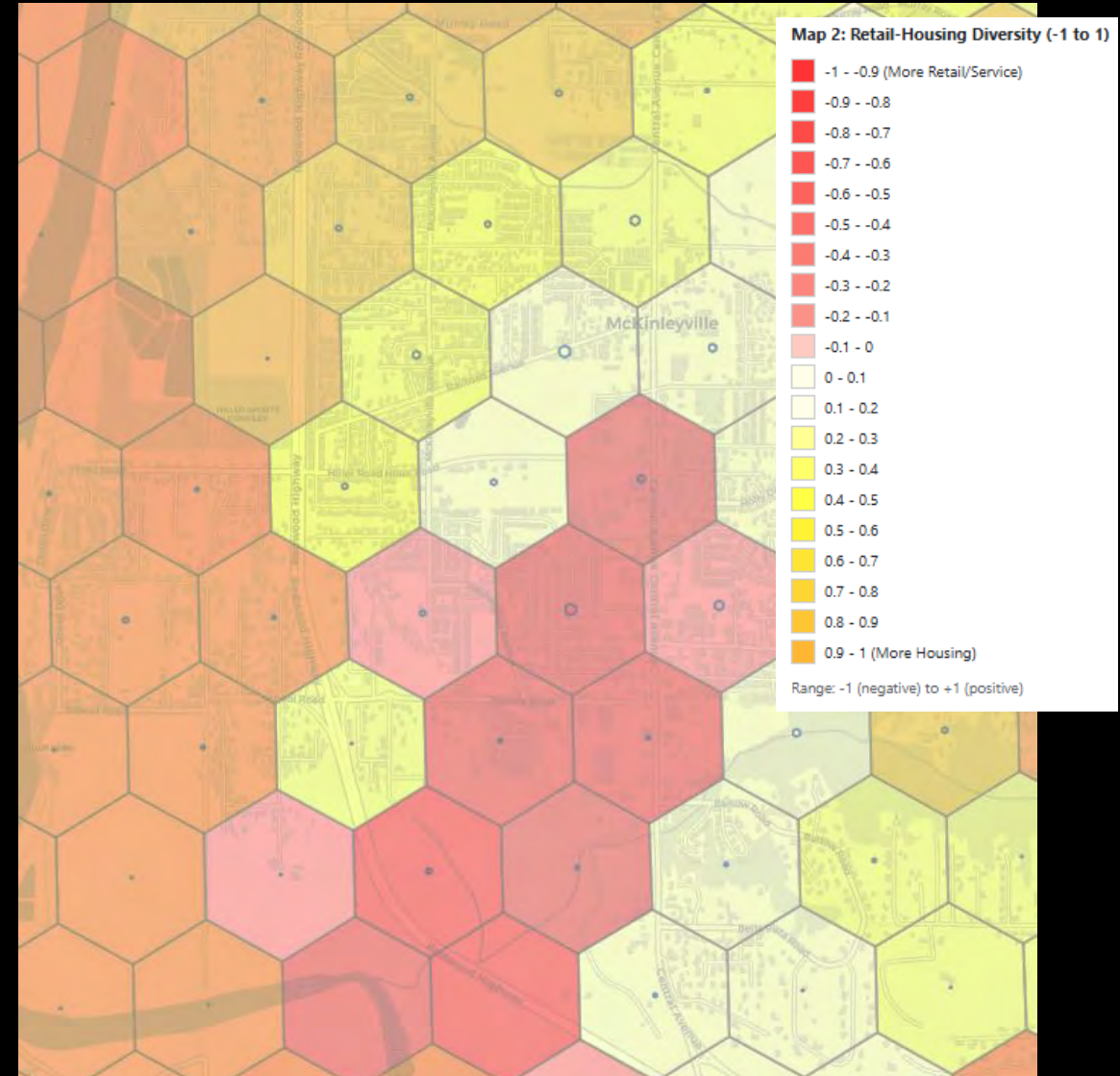


# Diversity Scores

## Jobs-Housing



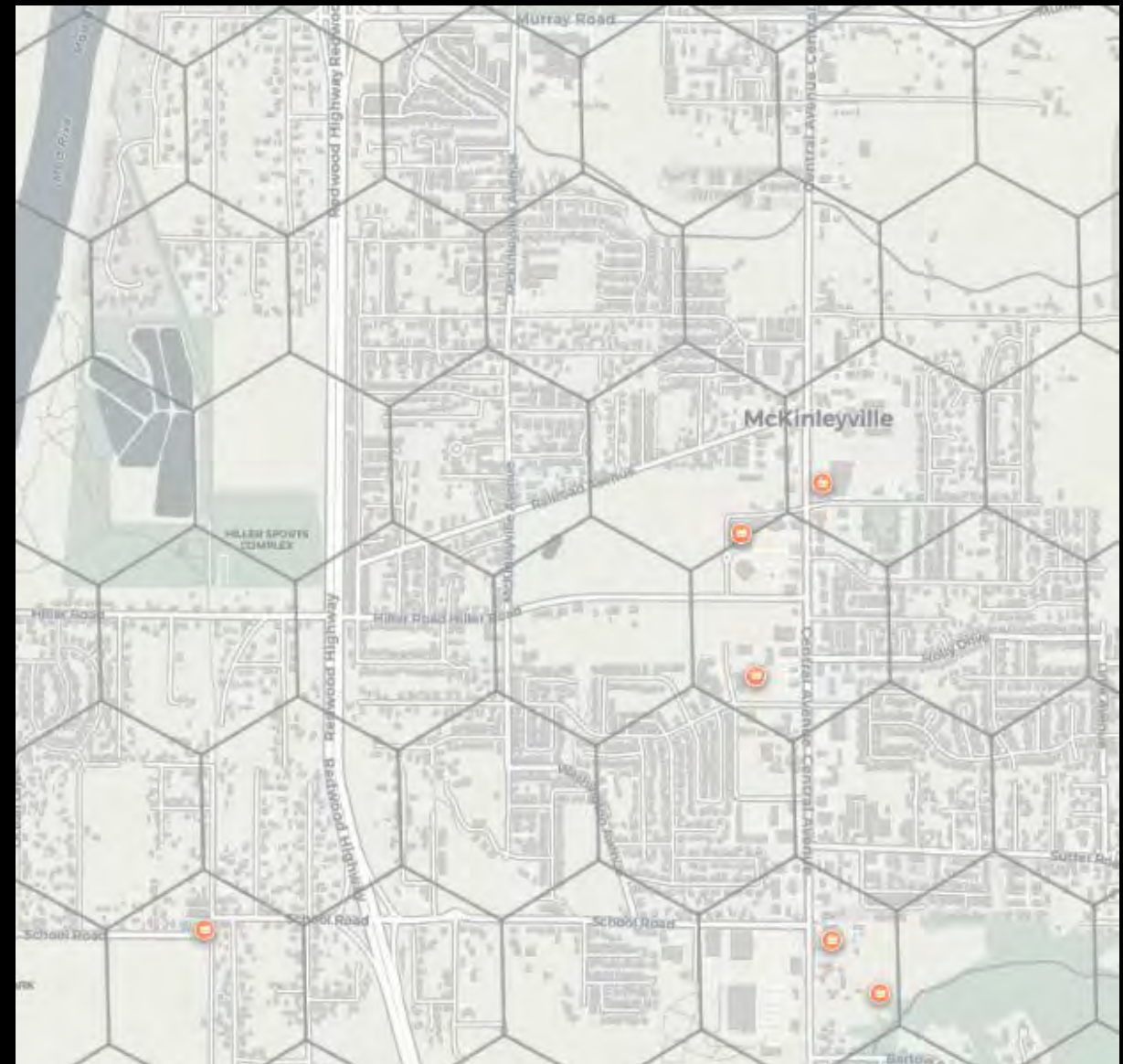
## Retail-Housing



# Connectivity to Destinations



**Schools**



**Fresh Food**



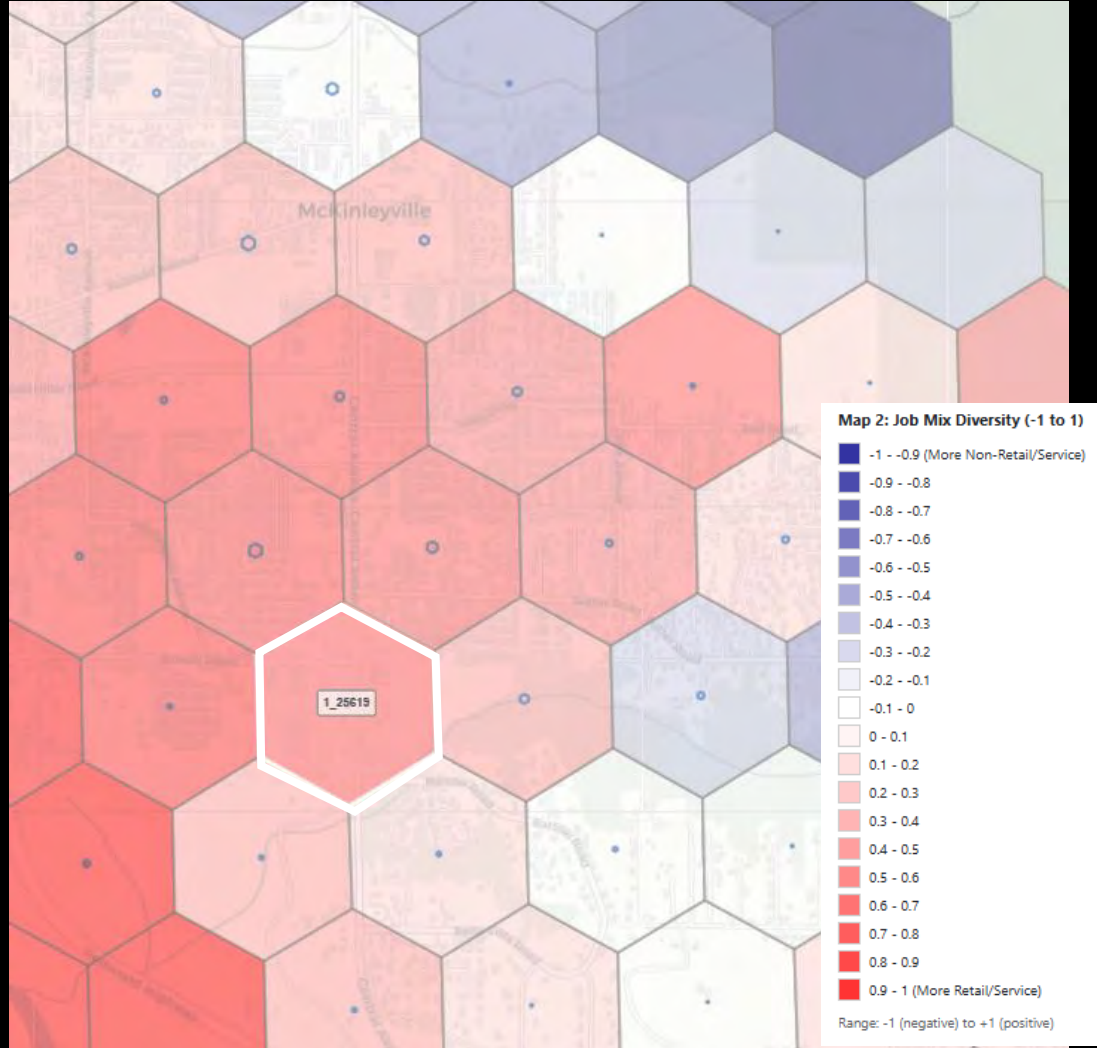
# Land Use Changes

- in-fill opportunity
- + 50 households
- + 60 non-retail jobs

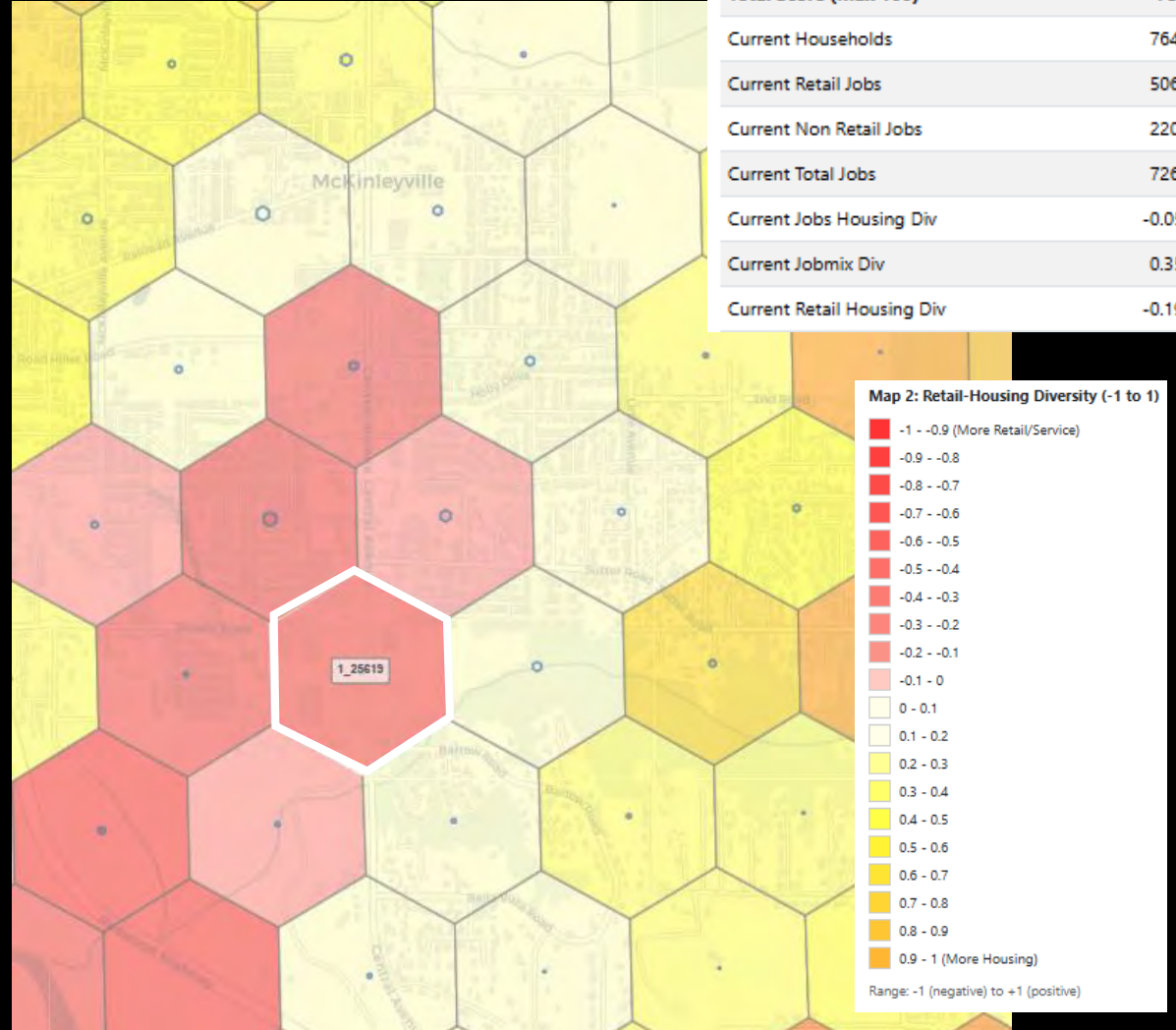


# Diversity Score Changes

## Job Mix



## Retail-Housing



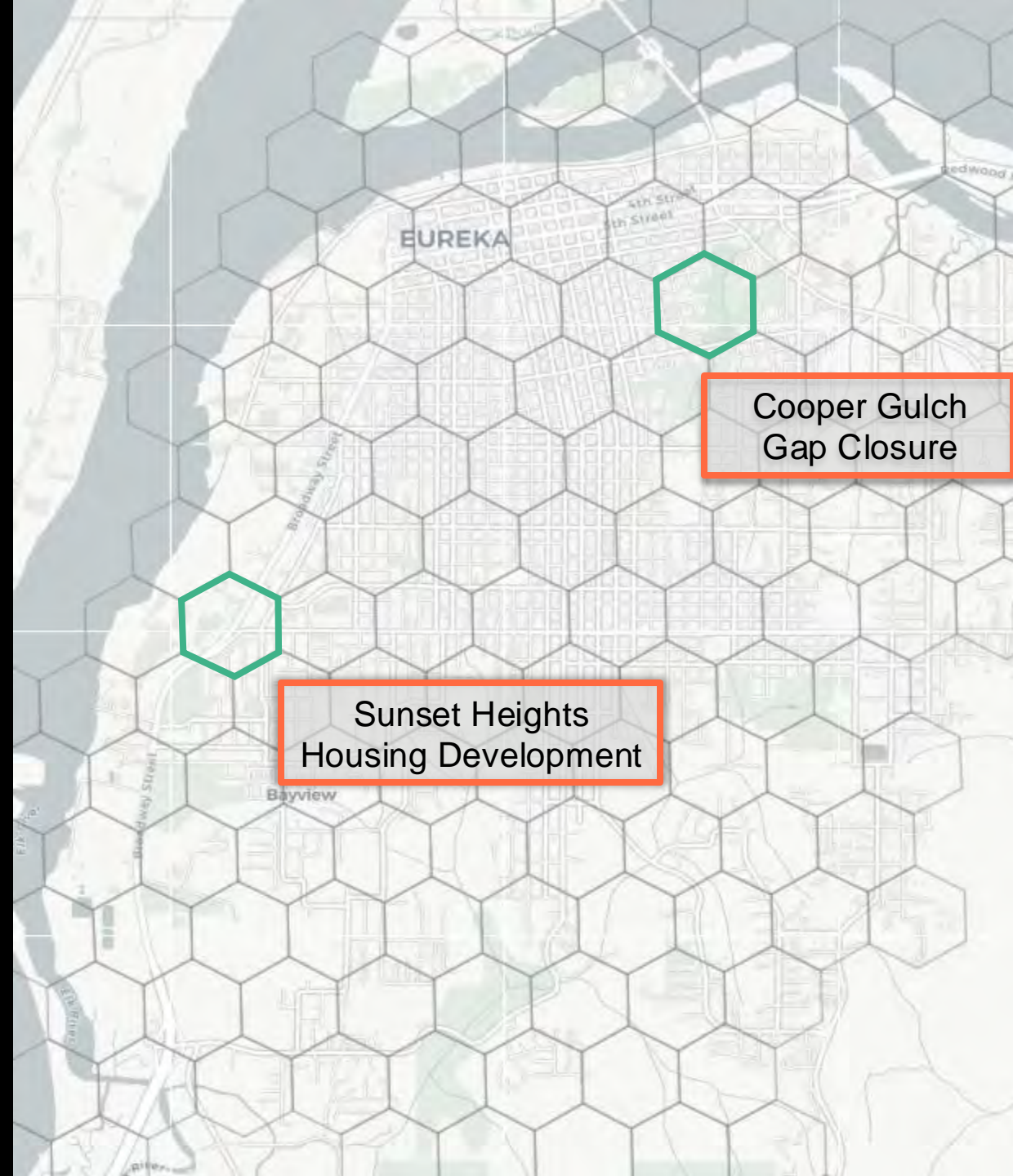
Hex ID: [1\\_25619](#)

Current State		
	Project	Baseline
<b>Total Score (Max 100)</b>	<b>78.70</b>	<b>76.28</b>
Current Households	764.00	714.00
Current Retail Jobs	506.56	506.56
Current Non Retail Jobs	220.24	160.24
Current Total Jobs	726.80	666.80
Current Jobs Housing Div	-0.0552	-0.0459
Current Jobmix Div	0.3514	0.4824
Current Retail Housing Div	-0.1947	-0.2270



# Case Study 2

→ Eureka

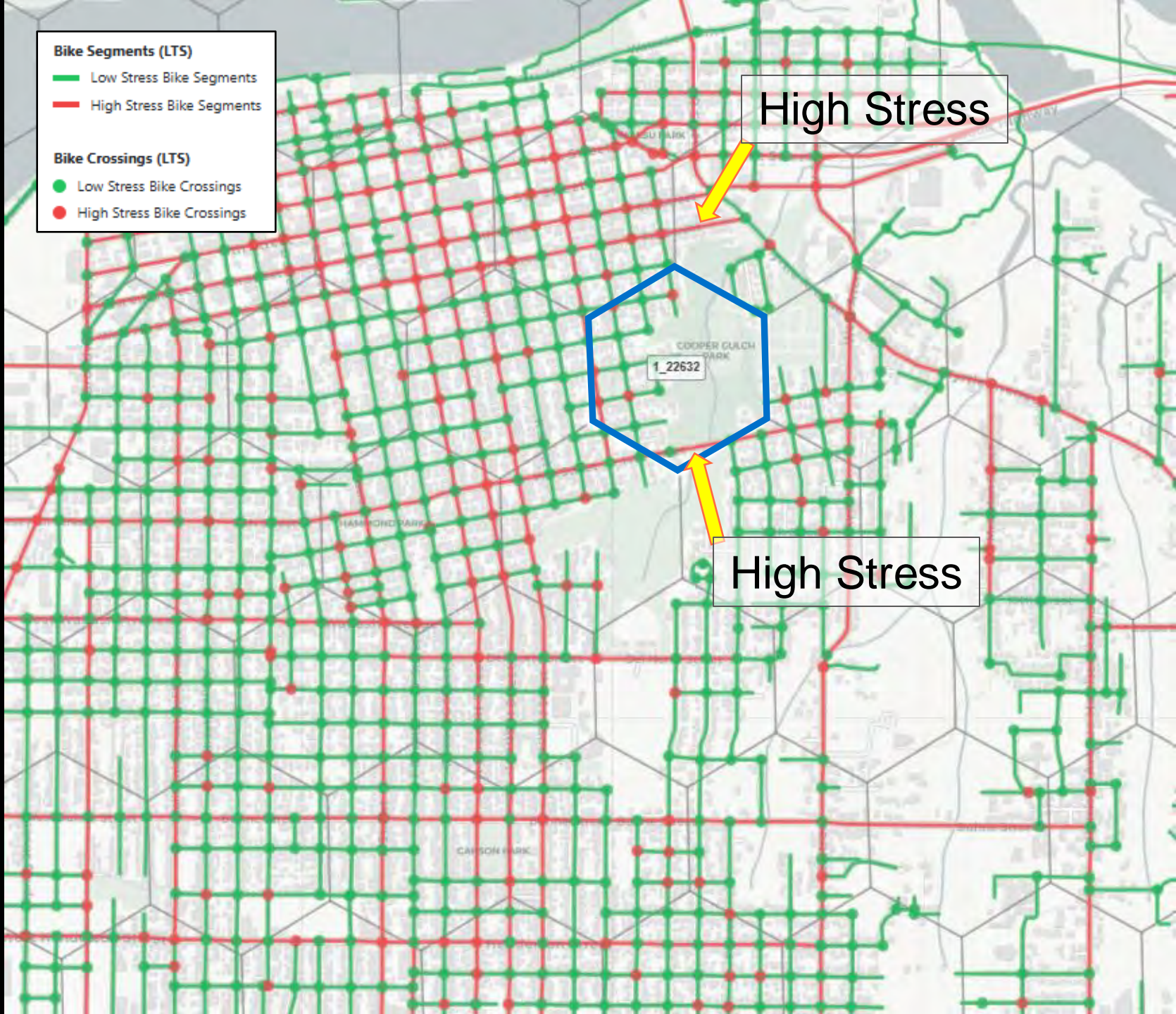




# Barriers to Connectivity

→ Cooper Gulch Gap Closure

- Bike Segments (LTS)**
  - Low Stress Bike Segments
  - High Stress Bike Segments
- Bike Crossings (LTS)**
  - Low Stress Bike Crossings
  - High Stress Bike Crossings



# West Side Connectivity

Source Hexagon

Connected Hexes

Source Hexagon

Connected Hexes

# East Side Connectivity

Source Hexagon

1\_22528

Connected Hexes

Source Hexagon

1\_22633

Connected Hexes

# Cooper Gulch Trail Improvements

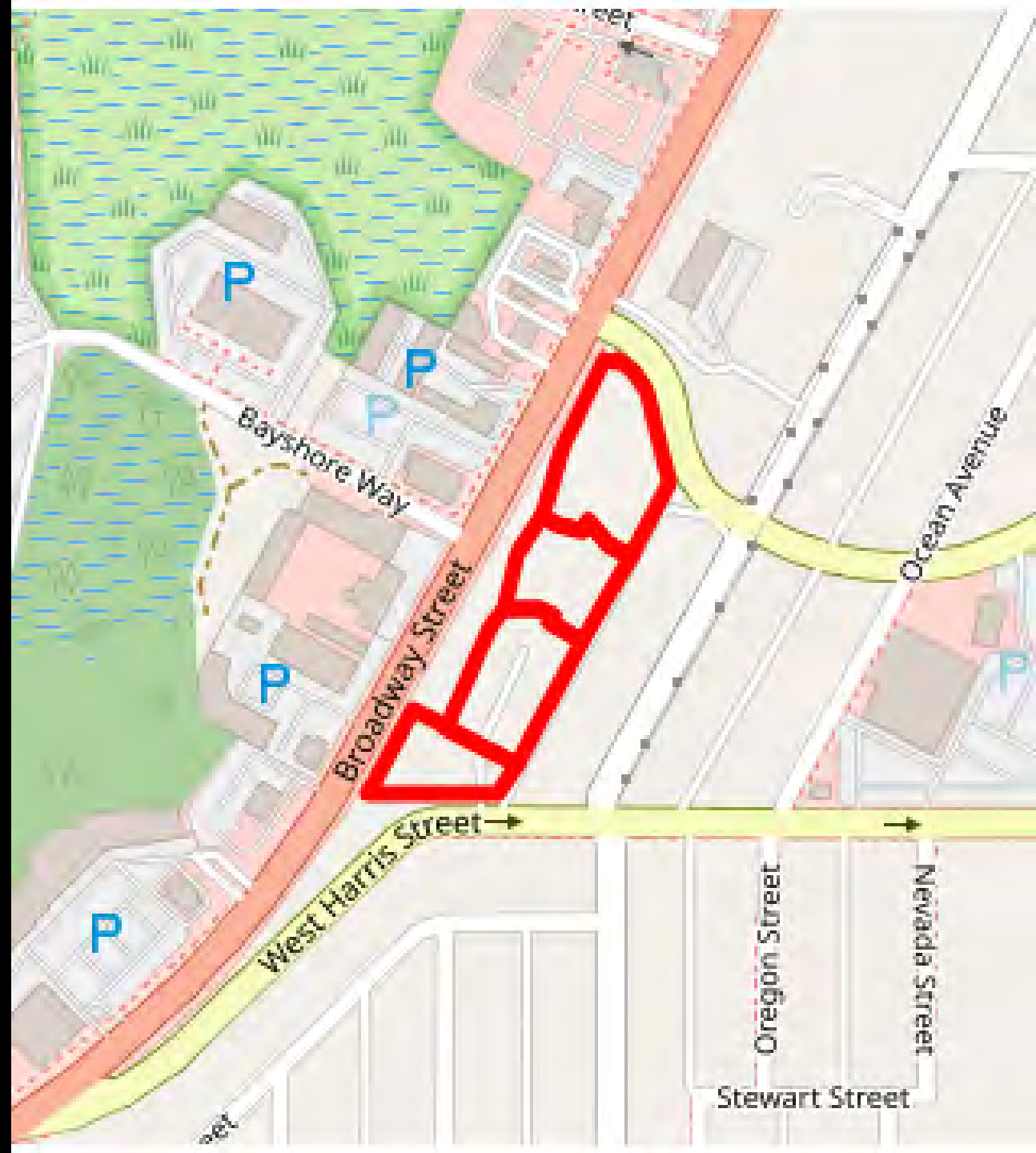


City of Eureka  
**COOPER GULCH PARK:**  
**A RECREATION AND ENVIRONMENTAL IMPROVEMENT PROJECT**



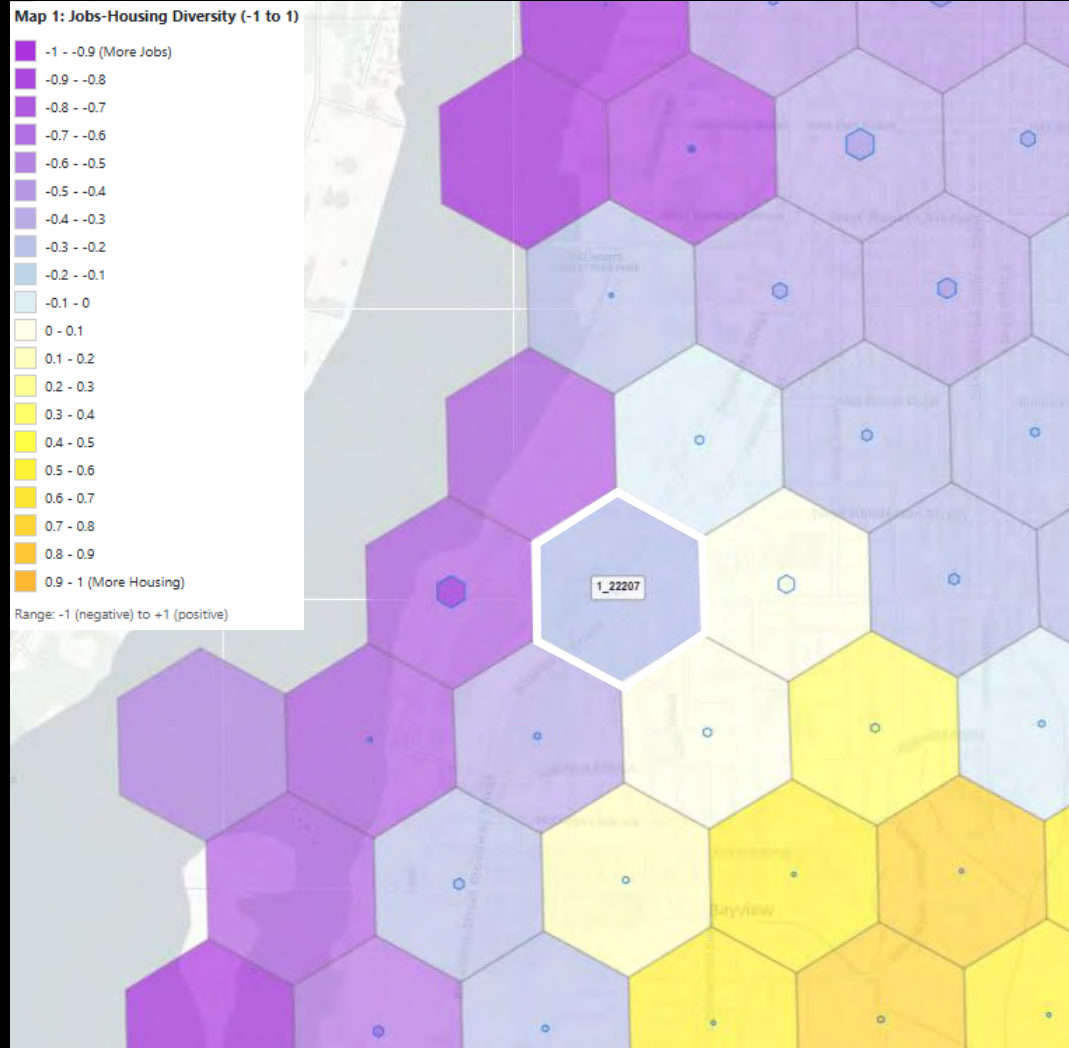
# Land Use Changes

- **Sunset Heights Multi-Family Affordable Housing Development**  
88 affordable units proposed

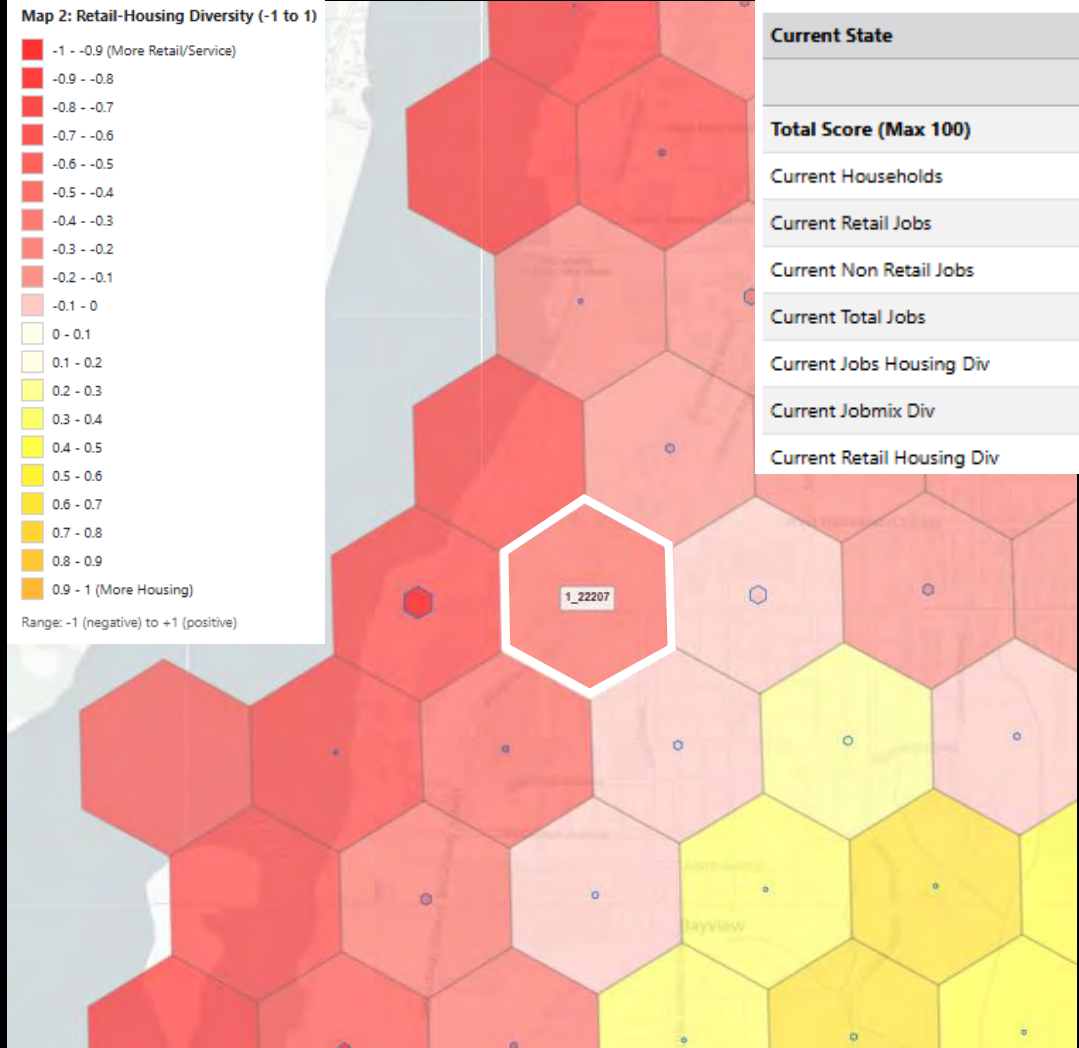


# Diversity Score Changes

## Jobs-Housing



## Retail-Housing



Hex ID: [1\\_22207](#)

### Current State

	Project	Baseline
<b>Total Score (Max 100)</b>	<b>83.88</b>	<b>82.28</b>
Current Households	2295.44	2207.44
Current Retail Jobs	2162.23	2143.85
Current Non Retail Jobs	1173.81	1166.47
Current Total Jobs	3336.04	3310.33
Current Jobs Housing Div	-0.2609	-0.2755
Current Jobmix Div	0.2505	0.2495
Current Retail Housing Div	-0.3564	-0.3697