



CRESCENT CITY DOWNTOWN SPECIFIC PLAN

COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM

PHASE 1 SUMMARY
DECEMBER 2025

CRANDALL ARAMBULA
GREENWORKS | JOHNSON ECONOMICS

SPECIFIC PLAN INTENT

With this plan, we hope to develop a community-based vision for the downtown by examining existing conditions, analyzing current data, exploring land use designations and zoning districts, finding the best use for the public spaces, establishing design guidelines and concept drawings, exploring funding tools, and producing an implementation plan to help strengthen and grow the local economy and improve the quality of life for our residents.

Crescent City envisions a rich, vibrant, and economically diverse downtown, with thriving local businesses, restaurants, nightlife, an assortment of things to do, abundant market rate housing, some high-end housing, and some affordable housing. This future is fueled by community investment, private investment, and support from local government. In this envisioned future, the City's downtown plays a central role in the region's economy, social environment, and overall culture, just as every economically successful small town has a core area that serves as the community's "heart" which defines the social and cultural character of a place from which its identity radiates. Crescent City's downtown should reflect an identity which connects to the Redwood National Park and the abundance of natural resources which surround it. Recent branding efforts have explored the concept of "the healing power of nature", which the City is guided by to prioritize, both, a healthy economy and a healthy community.

Contents

SPECIFIC PLAN INTENT	2
SPECIFIC PLAN AREA	4
SUMMARY OF COMPLETED SPECIFIC PLAN TASKS	6
EXISTING CONDITIONS REPORT	8
DOWNTOWN SPECIFIC PLAN VISION, GOALS & OBJECTIVES	12
DOWNTOWN CORE BUILDOUT VISION (2045)	15
REVITALIZATION STRATEGY	27

SPECIFIC PLAN AREA

The Crescent City Downtown Specific Plan area is compact, diverse, and includes a mix of uses. It is made up of 85 acres of private and publicly owned occupied and vacant parcels laid out in grid of streets and blocks at the confluence of Highway 101, Beach Front Park and Crescent Harbor. All parcels are within a 10-minute (half mile distance) walking radius of the centroid of the downtown at the intersection of Third Street and H Street.

The existing Crescent City Specific Plan is made up of two subareas (Figure 1):

- **Downtown Core.** The original 'heart' of the downtown, this subarea includes 18 blocks between Front Street, Fourth Street, L Street, F Street, and two blocks between Front Street, D Street, Second Street and F Street. Downtown planning tasks will focus upon addressing the issues and needs and providing action strategies for this subarea in the short and mid-term of specific plan implementation.
- **Perimeter Downtown Quarters.** The subarea includes the outlying 'quarters' of the planning area, including the parcels along the Highway 101 couplet, parcels comprised of city and county government and supportive professionals uses, and parcel areas where residential uses currently occur.

Figure 1. Downtown Core Boundary



Figure 2. Project Boundary Aerial View



Figure 3. Downtown Specific Plan Areas



Table 1. Specific Plan Area *

PLANNING SUBAREAS	DEVELOPABLE AREA (ACRES)
Downtown Core	27
Perimeter Downtown Quarters	58
Total	85

*Total area does not include Crescent City or Caltrans public rights-of-way.

SUMMARY OF COMPLETED SPECIFIC PLAN TASKS

PHASING

The Downtown Specific Plan planning process will be completed in two phases. This document summarizes all Phase 1 work scope tasks to date.

Phase 1 Scope

The planning process was initiated in June 2025 and completed in January 2026. The initial planning phase focused on the Downtown Core and included the following tasks:

- Project Management
- Community Outreach and Engagement
- Existing Conditions Analysis
- Downtown Vision and Goals and Objectives
- Buildout Concept Options
- 'Revitalization Strategy' Catalyst and Priority Projects Identification

Phase 1 Outcomes.

Development momentum has begun to implement the Revitalization Strategy. Additional planning and design for concepts identified in the Revitalization Strategy include:

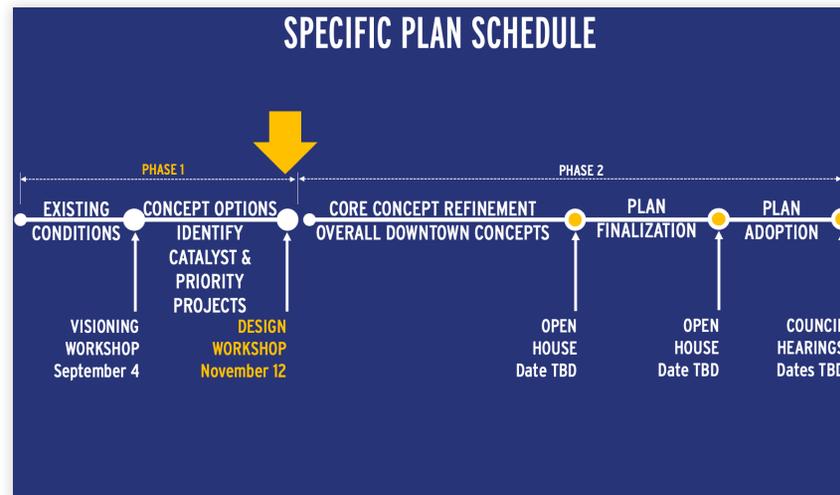
- Adopted and Approved Plans- Transit Center. Collaboration with the Transit Center consultant team on refinement of material required for the project Environmental Impact Report and site plan refinement.
- Retail Strretscapes- Initiation of a survey and civil drawings for Third and K Street improvements.

Phase 2 Scope

When planning and design funds become available, a comprehensive scope of work will be created for Phase 2. Initial recommended tasks include:

- Project Management
- Additional community involvement, including open house meetings and engagement with stakeholders, the Planning Commission, and City Council.
- Refinement of the Buildout Concept Options into a single Land Use and Public Realm Framework.
- Return on Investment Analysis for Revitaization Strategy Projects.
- Addition design of Priority Projects, in particular for a downtown square and the restreeting of the Mason Mall.
- Development of Architectural and Public Realm Design Guidelines that will be used as tool to inform both future Facade Improvement Program project submittals, and development proposal review by City staff and the Planning Commission.
- Recommendations for policy and regulatory changes to make it easier rather than more complex to develop downtown. At a minimum key regulation identified by the Planning Commission and City staff such as sign standards will be provided.
- Development of a draft and final Specific Plan document.
- Graphics and written materials to aid in the promotion of downtown assets and recruitment of potential investors.

Figure 4. Project Schedule



PUBLIC ENGAGEMENT

Phase One began on June 15, 2025, and completed with a presentations to the Planning Commission of January 8, 2026, and City Council on January 19, 2026

The Phase 1 Public Engagement tasks completed include:

- Project Management Team Meetings conducted twice monthly
- Community engagement during two primary sessions, the first following during three days in early September and the second over two days in November.
- Numerous teleconference calls with key stakeholders
- Planning Commission presentations in June 2025 and January 2026.

Community Engagement Sessions Recap

Public engagement included a broad range of Crescent City and Del Norte County citizens, property owners, business owners, employees, stakeholders, developers and investors, advocacy group representatives, government agency employees, and elected and appointed officials.

Community and Stakeholder Committee Workshops included PowerPoint presentations and breakout table discussions followed by table discussion summaries by a table representative. Individual 'response sheet' questionnaires were filled out by each attendee and were tallied following each meeting.

- **Community Engagement Session 1.** The Community and Stakeholder Meetings included a presentation of a summary of the Existing Conditions Report. In addition, attendees were downtown opportunities and constraints to build upon or to mitigate. Feedback was utilized to create Specific Plan Vision and Goals and Objective planning criteria.
- **Community Engagement Session 2.** The Community and Stakeholder Meetings included a presentation of a summary of Land Use and Public Realm Design Concepts and an implementation 'Revitalization Strategy'. Meeting attendees were asked to provide feedback on proposals. Feedback will be used to refine Specific Plan concepts and implementation strategies during Phase 2 of the project.

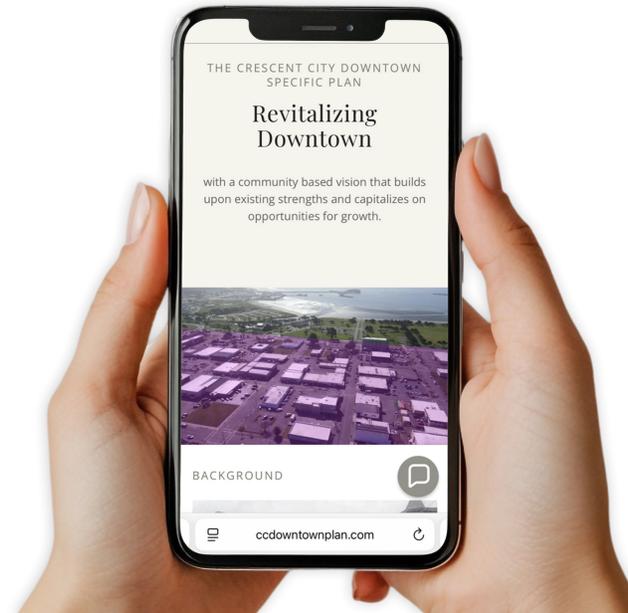
Project Website

A project website was developed by City staff. The website, www.ccdowntownplan.com provides background, planning and design team, and planning process component information. Meeting information and results, along with links to presentations are provided.

Figure 5. September 2025 Community Workshop



Figure 6. Project Website



EXISTING CONDITIONS REPORT

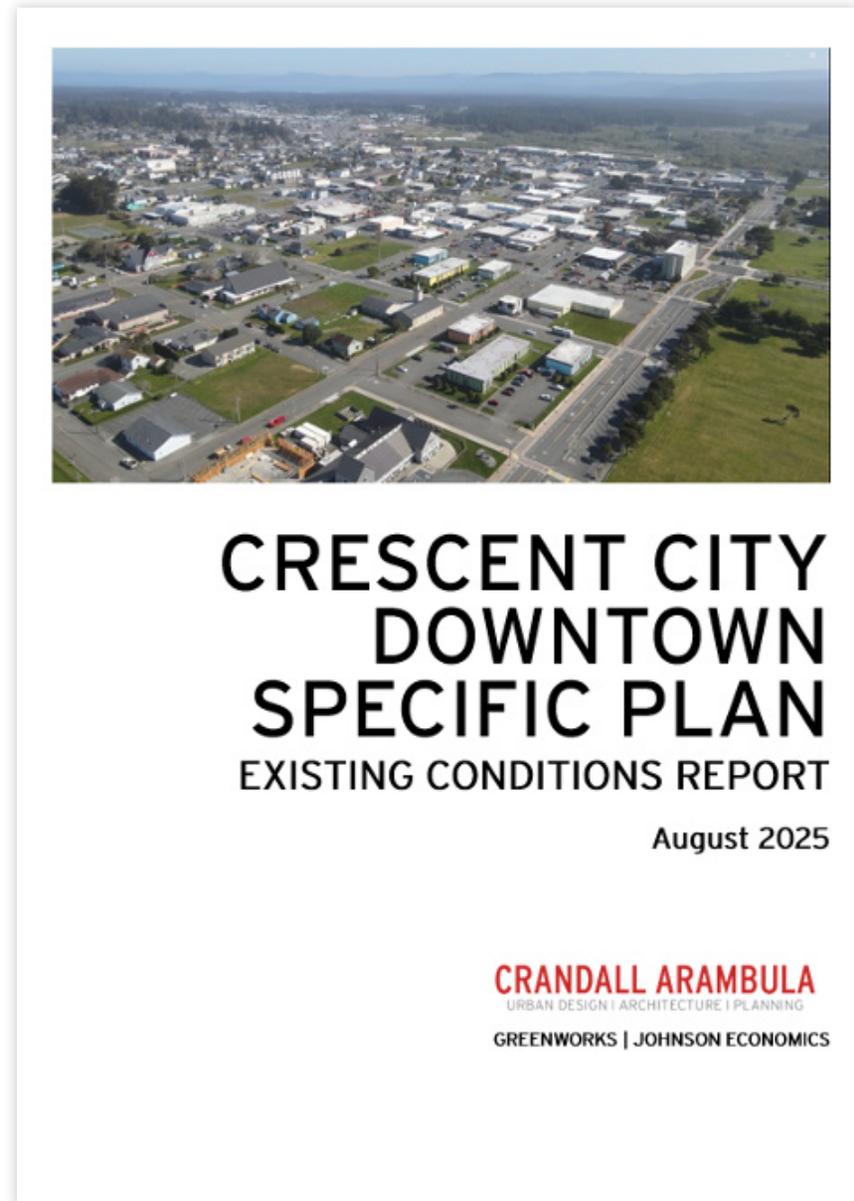
The Crandall Arambula team has gathered, reviewed, and analyzed background Downtown Crescent City planning information to establish the technical framework that formed the foundation for development of land use, mobility/transportation, and implementation planning work tasks.

The analysis is based on the best practice criteria that team members have used for similar communities with similar demographics, economic, social, and physical characteristics.

Report Chapters

- **Chapter A. Existing Land Use Conditions.** Crandall Arambula has assessed land use policies and regulations and has provided an inventory of Downtown existing use types, conditions, and potential constraints and opportunities for retail, employment, civic uses, and residential development.
- **Chapter B. Mobility/Active Transportation Conditions.** Greenworks have reviewed existing active transportation plans and has provided analysis, mapping, and documentation of mobility/activity of primary and secondary connections through the Downtown planning areas for all modes including, truck and automobile, pedestrian, and modes.
- **Chapter C. Market Analysis** Johnson Economics has conducted a market analysis in support of the development of the Crescent City Downtown Specific Plan. While this analysis summarizes recent trends and current conditions, it is focused on short- and mid-term opportunities for new development in the downtown study area.

Figure 7. Existing Conditions Report



KEY FINDINGS

Land Use Conditions.

Crandall Arambula's qualitative and quantitative investigation and diagnosis of opportunities and challenges for each land use. Issues to be resolved or capitalized upon include:

- **Policy and Regulatory Missteps.** Visitor and Local Commercial (VLC) land use designation introduced in 2001, established policies to transfer the traditional commercial focus on the central business district to auto-oriented land parcels fronting along Highway 101 and Front Street. In large measure this has been to the detriment of the historic downtown core pedestrian-oriented retail uses on Third Street.
- **Downtown Core Visitor Retail Attributes.** The best opportunity to create a unique and authentic environment is to return to Crescent City's historic core where there are ripe opportunities to expand the existing retail aggregation. Crandall Arambula's best practice criterion for a prosperous 'main street' destination requires that a minimum of 100,000 square feet of contiguous, edge-to-edge retail store floor area be present. There are 97,700 square feet of existing storefronts that are vacant, underutilized, or occupied by non-retail uses that could possibly be relocated, over time, to other downtown buildings to accommodate visitor-oriented retail businesses in their place.
- **Expand Hospitality Options.** Creating a successful Downtown visitor destination will benefit from new hospitality options. More affluent downtown hotel guests can expand downtown foot traffic and revenue generation for nearby specialty shops, restaurants, entertainment venues, and attractions. A small upscale or 'boutique' hotel that emphasizes an elevated experience, featuring more spacious rooms, a wider range of amenities, and enhanced service is needed.
- **Increase Meager Housing Supply.** Today, there are only 206 downtown residential units, far below an adequate number to support existing businesses. Infusing meaningful amounts of new housing units will require concerted efforts to identify sites where housing is viable— parcels of adequate size or sites that can be assembled to efficiently accommodate higher density apartments or condominiums.
- **Improve Downtown Livability.** To draw desirable affordable housing above 50% AMI and market rate housing will first require creating an environment where these uses will be desirable. This means first adding additional amenities that will attract residents who can afford higher rents. Minimum requirements include improved walking and biking access to local serving retail uses such as grocery stores and

providing additional parks and open space. To attract desirable market rate uses such as senior housing, additional medical services downtown would be important as well.

- **Provide Shopper-friendly Parking.** The majority of residents and nearly all visitors downtown Crescent City will be arriving by automobile. Providing an adequate supply of parking that is in close proximity to retail shops, including both off-street and on-street curbside parking is essential for retail success. Combined with the public off-street and curbside parking spaces available today in the downtown core, approximately 1,445 parking spaces are available for downtown residents, employees, clients and customers, which is approximately 67 percent of the amount of parking that would be required should all existing buildings be fully occupied. Because the buildings are not fully occupied, the current supply of private and parking is adequate to serve current users, and the parking deficit is not a problem. However, as the downtown gains additional infill development and underutilized buildings are filled, an increased demand for parking will occur. Future parking demand management strategies such improved walking and biking access and bus service that reduce auto trips for employees and local residents, and other strategies such as a parking assessment district that could finance new parking facilities using fees in-lieu of building off-street parking as the City Code of Ordinances. Chapters 17.42.140 Assessment districts for parking, and Chapter 5.100 Downtown Parking and Assessment District specify may be means to address future parking demand.

Figure 8. Existing Retail Analysis Diagram



Active Transportation/Mobility Conditions.

Green Works' report provides a 'complete streets' analysis that focuses on how well the existing street design supports pedestrian-oriented retail activity.

The methodology involved dividing the public right-of-way into two zones: a vehicle zone and a pedestrian zone. Each zone was assessed for elements that support pedestrian retail. Key elements assessed in the vehicle zone included travel lanes, direction, volume, parking, and transit infrastructure, while the pedestrian zone was evaluated for sidewalk width, lighting, seating, tree canopy, and multimodal facilities.

- **Vehicle Zone.** The vehicle zone analysis found that most street segments support pedestrian retail, with favorable ratings for travel lane width, number of lanes, and general traffic direction. However, specific areas such as the intersection of H Street (Stamps Way) and Front Street, and segments lacking curb extensions or adequate bus stop infrastructure, were identified as needing improvement. Bike infrastructure was notably insufficient, with only one dedicated lane present along Front Street.
- **Pedestrian Zone.** In contrast, the pedestrian zone revealed more significant challenges. Sidewalks were generally too narrow, lighting was inadequate, and street trees were sparse. While some areas offered pedestrian seating and traffic calming features, most lacked essential amenities like stormwater management, wayfinding, and multimodal transit facilities. These deficiencies suggest that substantial upgrades are needed to create a more pedestrian-friendly environment that supports retail vitality in the Downtown Core.

Current Market Assessment.

The Johnson Economics report's main objective is to outline current and anticipated conditions for private real estate development downtown, considering broader market trends, achievable pricing, and anticipated demand over the coming ten years.

The analysis supports and expands upon the Crescent City Economic Development Strategic Action Plan policies, goals, and objectives, particularly for downtown. It also addresses the General Plan, especially the Housing Element and the Regional Housing Needs Allocation (RHNA) requirements. The three major use types evaluated in this analysis are residential (including for-sale and rentals), commercial, and hospitality, with a focus on building formats suitable within a downtown context.

- **Retail Opportunities.** The revitalization of the downtown core will rely heavily on

Figure 9. Existing Active Transportation/Mobility Analysis Diagram

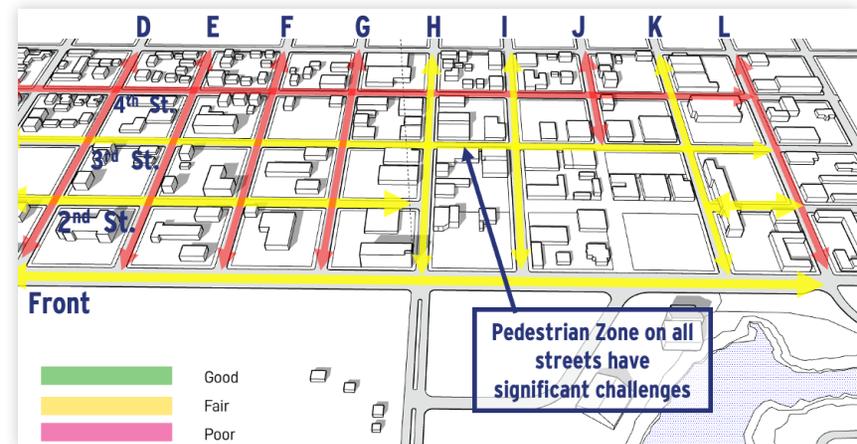


Figure 10. Tourism Market Opportunity



visitor demand. The area has an opportunity to attract an increasing share of the existing pool of visitor-related traffic and expenditure. Available data indicates over 1.5 million annual visitors to the State and National Parks, as well as significant visitation to the Smith River and Harbor for recreational activities. Direct travel spending was \$1.3 billion in the North Coast area in 2022, with \$152.9 million in Del Norte County.

- Latent Retail Demand.** The downtown area has an opportunity to capitalize on the latent demand associated with tourism activity, but it will require significant interventions to increase the attractiveness of the study area within the regional context. The most viable path to increasing retail commercial activity is to expand its capture of tourism-related traffic. A strategic approach would be to encourage development of an enhanced commercial concentration off Highway 101 on a street such as Third Street, potentially with an anchor use(s) at the intersection with the highway. This type of concentration would be less auto-oriented, complementary as opposed to competitive with existing retail space, and support longer dwell times in the district and cross-shopping.
- Intervention.** Establishing a retail commercial concentration typically requires active intervention. The range of interventions can include actions such as entitlements (zoning), funding programs (storefront improvement grants, tenant improvement funding), infrastructure (streetscape, public spaces, signage), tax incentives, and a wide range of public/private partnership structures. The demand projections outlined in this report reflect an assumption of active intervention, without which the study area is not expected to see significant private-sector commercial investment. We expect that the district has the ability to attract roughly 50,000 square feet of induced retail commercial demand with intervention, as well as a potential hotel investment. As the scale of the concentration increases, so will its market draw.
- Housing Demand.** Strengthening the retail amenity mix in the study area would be expected to translate into enhanced marketability of the area for residential uses. Residential development opportunities in the study area include market rate and income restricted rental apartment developments, as well as condominium development at a limited scale. Johnson Economics expects that new housing projects can be supported at a larger scale than indicated in the Housing Element needs allocation. Johnson Economics anticipates that achievable pricing for new residential products in the study area would be well above existing comparables. This is primarily related to the age of product, but sites in the study area have the potential to offer water views. To the extent that the downtown core retail district becomes more vital, it will add retail amenities that would be highly marketable to residential tenants.

Table 1. Market Analysis Summary

Use	Current Trends	With Intervention	Comments
Food and Dining	Negligible	5-Year: 3,000 SF 10-Year: 8,000 SF 20-Year: 16,000 SF	Growth in this sector will be reliant upon achieving a greater capture of tourism-related expenditures
Specialty Retail	Negligible	5-Year: 3,000 SF 10-Year: 10,000 SF 20-Year: 20,000 SF	Growth in this sector will be reliant upon achieving a greater capture of tourism-related expenditures
Outdoor/ Recreation	5-Year: 2,000 SF	5-Year: 2,000 SF 10-Year: 10,000 SF 20-Year: 15,000 SF	Without intervention this type of activity will likely locate along the Highway 101 corridor.
Lodging	None	Boutique Hotel - 50 keys Casino-Related - 80-160 keys	The casino has the potential to support a hotel in the short-term, but the location is likely to be on the water and closer to the casino without a better commercial environment in the study area.
Housing	60-80 units, affordable	60-80 units, affordable 100 units, market rate	Enhanced commercial amenities will support higher achievable pricing and market rate investment.

DOWNTOWN SPECIFIC PLAN VISION, GOALS & OBJECTIVES

Community members established an overarching Vision Statement and identified Specific Plan Goals and Objectives that have driven subsequent planning tasks.

Community input was informed by the Existing Conditions Analysis along with existing vision statement, goals, and objectives for the Downtown as described in the General Plan other policy and regulatory documents.

The primary sources for community input included meeting Response Sheet surveys. Survey feedback was gathered from:

- Town Hall Workshop
- Steering Committee Meeting
- On-on-One Stakeholder Meetings
- Farmers Market Survey
- College of the Redwoods Meeting
- Senior Center Meeting

Our Vision

The Crescent City Downtown Specific Plan aims to grow our local economy and improve the quality of life for our residents by creating a vibrant and thriving downtown. In this re-envisioned future, the City's downtown serves as the community's "heart", from which its identity radiates, defining the social and cultural character of the City including the abundance of natural resources surrounding it.

Building on the momentum.

The Downtown Specific Plan should create a Downtown that is welcoming, including a pedestrian-friendly streetscape that seamlessly connects the new Beachfront Park amenities, Redwood Discovery Center/Visitor's Center, and Transit Center to our downtown businesses.

Figure 11. Downtown Looking East



What community members are saying:

"Our downtown has great bones, a world-class location, and tremendous potential. In fact, its layout is vastly superior to that of Brookings...We enjoy very temperate weather and should take full advantage of it with abundant landscaping...Clear signage standards and a cohesive visual theme should be established to ensure that [it] contributes to the town's charm, rather than detracting from it."

"Our downtown image is quite dated and needs to be updated to be ageless and have a design that reflects our area better. I feel that the Tolowa culture should be incorporated into the design aspects as well as our beautiful Redwoods."

"Cater to your visitors as much as your locals. Visitors need to feel welcomed and presented with options of things to do and places to see from the downtown core... create parking zones and less through traffic...connect and provide space for tour operators, with parks for visitor enjoyment/experience, with Tribes for cultural learning. Create a CC tour bus operation (cable car on rubber wheels)."

GOALS (DRAFT)

1. BUILD UPON AND CAPITALIZE UPON ASSETS

- Location and Proximity to Redwoods, Coast, Harbor, and Lighthouse
- Unique Downtown History, Culture, and People
- Village (Small Town) Crescent City Character
- Existing Local Businesses

2. PROVIDE ECONOMIC DEVELOPMENT OPPORTUNITIES

- New Uses in Vacant Buildings and Lots
- Start-Up Business for Local Residents

3. CREATE A WALKING AND BIKING DOWNTOWN

- Provide Safe and Convenient Routes and Facilities within Downtown
- Improve Access to Downtown

4. ADDRESS AND RESOLVE DOWNTOWN SOCIAL CONCERNS

- Homeless and Poverty
- Safety, Especially at Night
- Needs of Youth and Young Adults

5. BEAUTIFY THE APPEARANCE OF DOWNTOWN

- More Attractive Buildings
- Add Greenery

6. PROVIDE AMENITIES FOR VISITORS AND RESIDENTS

- Attractions
- Tours and Guides

Figure 12. Downtown Third Street Looking Southwest



PUBLIC REALM OBJECTIVES (DRAFT)

A. STREETScape IMPROVEMENTS

- Underground Utility Lines
- Trees, Shrubs, Flowers & Groundcover
- Pedestrian Lighting
- Sidewalks
- Public Art
- Signage and Wayfinding

B. PROVIDE NEW OR REVITALIZED CIVIC SPACES & FACILITIES

- Renovated Tsunami Plaza/ New Square
- All Age Gathering and Performance Facilities
- Farmers Market Venue
- Public Restrooms

C. IMPROVE EXISTING OR PROVIDE A NEW LIBRARY

D. AUTO ACCESS AND PARKING IMPROVEMENTS

LAND USE OBJECTIVES (DRAFT)

A. PROVIDE ADDITIONAL RESIDENTIAL USES

- Condominiums
- Mixed with Retail/Commercial Uses

B. PROVIDE ADDITIONAL RETAIL USES

- Restaurants, Pubs, & Entertainment Venues
- Bookstore, Clothing & Shoes. Florist, Bakery
- Wine Shop/Tasting Room, Thrift, Records, Ice Cream

C. PROVIDE ADDITIONAL COMMERCIAL USES

- Personal Services
- Health Care and Wellness

IMPLEMENTATION OBJECTIVES (DRAFT)

A. BUILDING FACADE IMPROVEMENTS

- Architectural Guidelines

B. REMOVE DEVELOPMENT 'RED TAPE' BARRIERS

- Update Regulations and Policies
- Business Development Programs

DOWNTOWN CORE BUILDOUT VISION (2045)

Two design concepts provide a bold yet realistic vision for a 20-year buildout scenario.

Intent. Serve as a vision of how community goals and objectives for the downtown can be met by:

- Identifying necessary public infrastructure improvements and the potential Return On Investment (ROI) of downtown new development.
- Informing ongoing updates to the General Plan and Zoning ordinances.
- Serving as a tool for grant submissions.
- Serving as a tool for business recruitment.

Concepts Developed For:

- Vacant parcels where there are no building or site improvements.
- Underutilized parcels such as parking lots.
- Stable Parcels where redevelopment can result in substantial benefits for both the property owner and community.
- Publicly owned parcels
- Approved Projects. Parcels where existing plans and funding for implementation currently exist.

Concept Rules. No Eminent Domain.

- No 'takings.' There are no current proposals for acquisition or condemnation of any private property.
- No displacement. Existing businesses can remain as long as they wish.
- Any changes will require additional outreach with effected property owners and businesses.

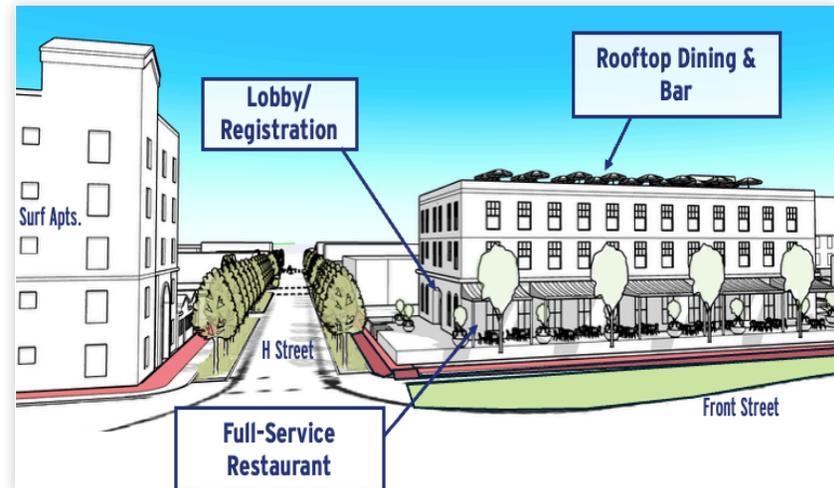
Next Steps.

- Preferred Option. Phase 2 will include additional outreach and refinement between the consultant, City staff, and stakeholders.

Figure 13. Concepts Developed for Underutilized Parcels



Figure 14. Concept for City Municipal Parking Lot Underutilized Site



BUILDOUT OPTIONS

Options test the range of possibilities. Both are viable. All good plans have a degree of flexibility because we can't always anticipate changing market conditions, property owner preferences, or other factors.

Full description of land use framework elements are provided on the following pages.

OPTION 1

Generally, Option 1 includes less total development and requires a smaller amount of public investment to implement.

ESTIMATED PRIVATE DEVELOPMENT SUMMARY (DRAFT)

Retail	115,000 SF Building Floor Area
Residential	400 Residential Units
Lodging	50 Hotel Rooms

ESTIMATED PUBLIC INVESTMENT SUMMARY (DRAFT)

Public Parking	175 Spaces (Lots)
City Hall	16,00 Building Area (SF)
Library	10,000 Building Area (SF)
Town Square	28,000 Site Area (SF)
Mason Mall	600 Linear Feet

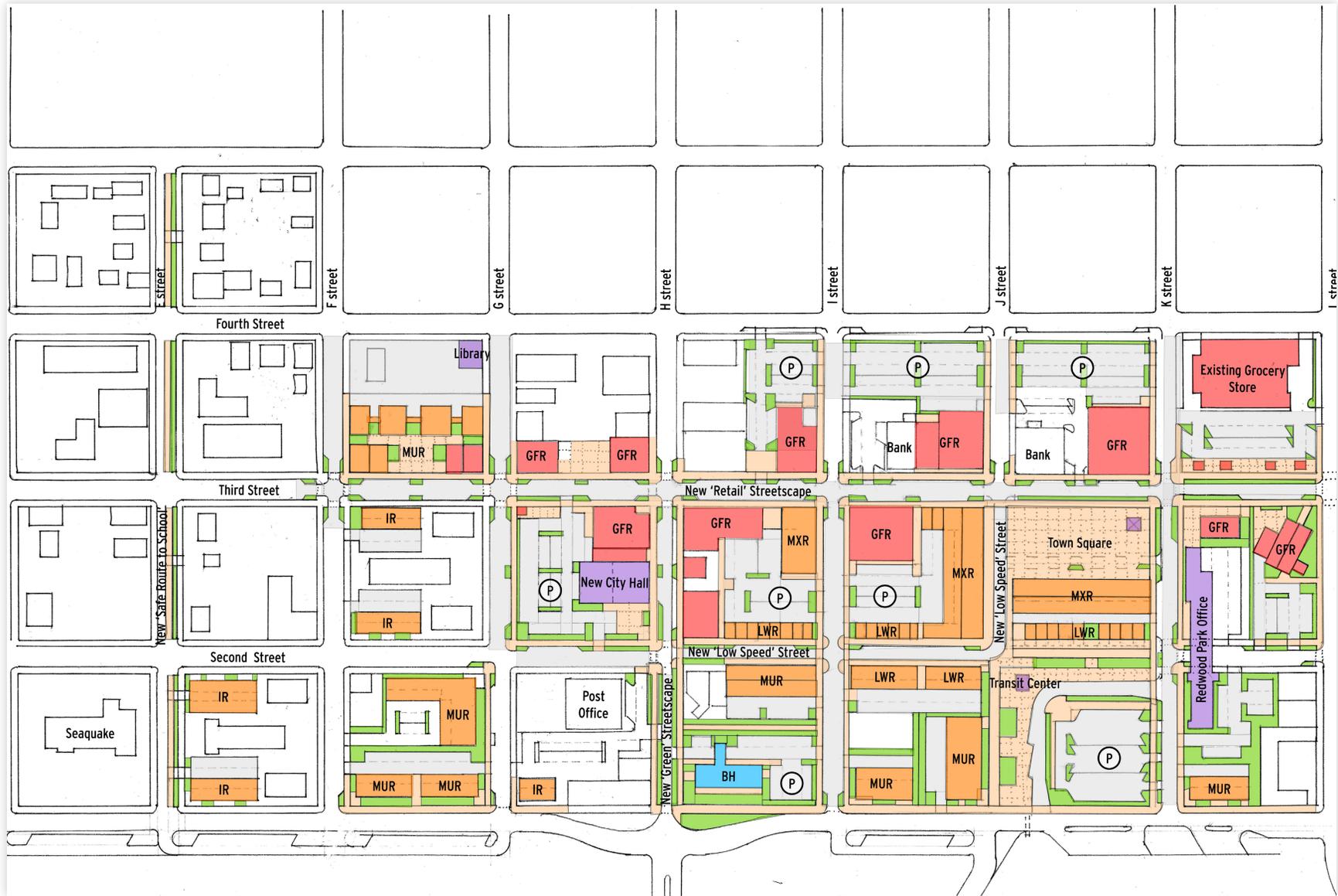
Figure 15. Option 1 Looking North



LEGEND

	MXR- Mixed Use Residential
	LWR- Live/Work Residential
	MUR- Multi-Unit Residential
	IR- Infill Residential
	GFR- Ground Floor Retail
	BH- Boutique Hotel
	Public Facility
	Public Parking

Figure 16. Option 1



OPTION 2

Generally, Option 2 includes more total development and requires a significantly greater amount of public investment to implement.

ESTIMATED PRIVATE DEVELOPMENT SUMMARY TABLE (DRAFT)

Retail	120,000 SF Building Area
Residential	660 Residential Units
Lodging	50 Hotel Rooms

ESTIMATED PUBLIC INVESTMENT SUMMARY TABLE (DRAFT)

Public Parking	600 Spaces (Lot & Structures)
City Hall	16,000 Building Area (SF)
Library	10,000 Building Area (SF)
Town Square	20,000 Site Area (SF)
Mason Mall	600 Linear Feet

Figure 17. Option 2 Looking North



LEGEND

	MXR- Mixed Use Residential
	LWR- Live/Work Residential
	MUR- Multi-Unit Residential
	IR- Infill Residential
	GFR- Ground Floor Retail
	BH- Boutique Hotel
	Public Facility
	Public Parking

Figure 18. Option 2



RETAIL USE FRAMEWORK

Retail is a cornerstone land use for a healthy and prosperous Downtown Crescent City.

Within the downtown core, the retail options have an emphasis on providing 'experiential' retail uses, where the goal of a shopping trip is to participate in an entertaining immersive and memorable activity, such as dining at cafes, restaurants, or shopping at specialty stores and galleries. Moreover, to ensure that residents and employees have access goods and services that are needed on daily and weekly basis, 'transactional' retail stores that offer lower prices, and range of choices, such as the Grocery Outlet, pharmacies, and hardware stores are desirable as well. The conceptual retail design options address:

- **Retail Placemaking.** Retail uses that draw residents and visitors into Downtown, providing essential economic vitality, contributing to a strong community identity, and enhancing the overall quality of life for residents and downtown workers.
- **'Right-sized' Retail Aggregation.** The options provide neither too few nor too many retail uses. Options provide adequate floor area for the right types, appropriate amount, arrangement, and location for aggregation of experiential retail to serve the local Crescent City and visitor population.

Options.

Both options meet the fundamental target of 100,000 square feet. This requirement is largely due the presence of the existing Grocery Outlet anchor use which accounts for over 20,000 square feet as a single use. Strategies to maintain a grocery store at this location due to the ability of the use to spur shopping foot traffic is essential.

- **Option 1.** Approximately 120,000 square feet of ground floor retail is achievable with this option. This amount includes long term repurposing ground floor spaces of current stable uses that are non-conforming, including financial institutions such the US, Tri- Counties, and Chase Banks. It also envisages some new development of buildings where existing parking lots occur, and a limited amount of new development where older buildings in poor condition may be demolished.
- **Option 2.** Providing approximately 115,000 square feet of ground floor retail use, it also meets the fundamental requirements of the Main Street Retail formula. Generally, there is no significant difference between this option and Option 1.

Figure 19. Experiential Retail



Figure 20. Existing Grocery Retail Anchor



Option Requirements.

For a preferred option, these requirements would be further refined during Phase 2 of The Specific Plan.

- **Required Primary Use.** As part of General Plan and Zoning Ordinance update, a new General Plan and Zoning maps and accompanying policies and regulations would identify retail uses as the primary mixed-use designation or all parcels fronting Third Street between L Street and G Street. Additional areas may include parcels fronting a future square.
- **Required Ground Floor Frontages.** Where new buildings are constructed or major renovations to existing structures occur, retail ground floor uses would be required at minimum of 20 feet floor area depth of buildings all parcels fronting Third Street between L Street and G Street. Additional required frontages would along H Street between Third Street and Second Street. Exceptions would for a new City Hall, residential or commercial lobbies to any upper floor uses. New parking lots, service loading zones, or drive-through windows would be prohibited along these frontages.
- **Active Edge Frontage Design.** New development or major building facade improvements would be required provide 75% of ground floor facade be comprised of transparent window and doors. Moreover, front door access to buildings would be required fronting these streets.

Figure 21. Retail Framework Option 1

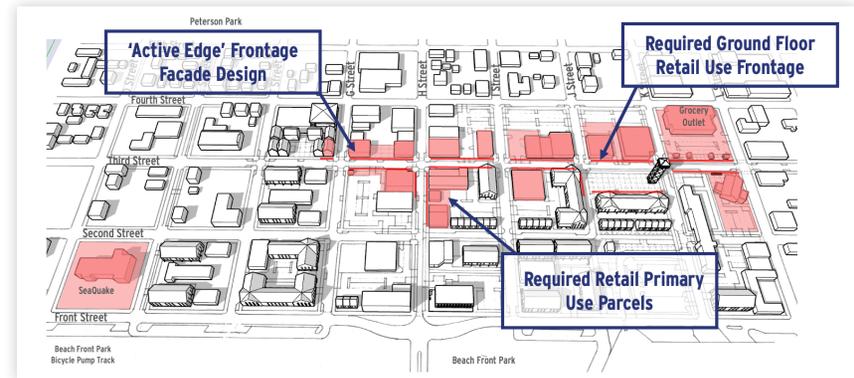
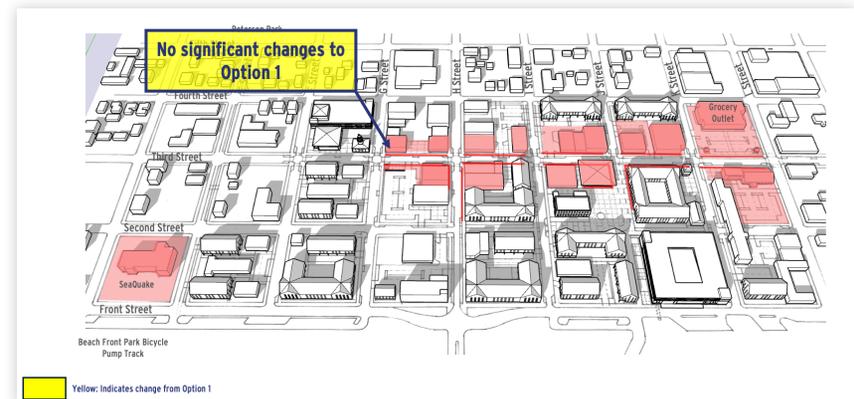


Figure 22. Retail Framework Option 2



PUBLIC USE FRAMEWORK

Public improvements will ensure that downtown remains the focus for private sector investment and civic engagement in Crescent City.

Public improvements are intended to spur new development downtown by improving the 'investment environment' and improve the downtown livability for existing and future residents and visitors. Moreover, maintaining and strengthening existing government office uses is essential for the revitalization of downtown. Public buildings draw large numbers of employees, visitors, and citizens seeking services, increasing foot traffic and creating demand for local businesses like restaurants and retail stores, and services like salons.

The framework includes parcels and rights-of-ways that are currently owned by Crescent City and parcels that would need to be acquired.

Option 1.

The following elements are included in this option:

- **Transit Center.** The parcel at the intersection of Front Street and K Street, after substantial public engagement was identified and approved by City Council in 2025 as the preferred location for this use. The parcel will include a new bus transfer facility– shelters and bus bays that would be operated and maintained by the Redwood Coast Transit Authority (RCTA). The intent of the facility is to replace scattered on-street RCTA bus stops into a premium off-street facility that creates an 'intermodal hub' close to existing transit patron destinations and planned transit-oriented development. In addition to RCTA buses, the facility will include off-street stops for tour buses, public restrooms, bicycle storage lockers, substantial new landscaping, and pedestrian-scaled lighting. Within the parcel but not part of the project is the existing Crescent City municipal parking lot and Electric Vehicle (EV) charging stations. All existing EV stations would be retained. While some spaces will be lost for transit improvements, the amount of spaces will not be substantially reduced. Additional RCTA-led design, public feedback on design refinement is anticipated in 2026 and construction completed by end of 2027.
- **'Redwood Square' Public Open Space.** Located where the current Clock Tower public parking lot exists at the intersection of Third Street and K Street, this public gathering space is envisaged to be to primary location for downtown civic activities throughout the year, include seasonal events and on-going events such as the Crescent City Farmers Market. Additional design and outreach to stakeholders and the community to gather concept feedback will be provided during Phase 2 of the Specific Plan planning work scope.
- **Mason Mall 'Restreeting'.** Historically, Second Street served as downtowns' main street, and was branded as the Mason Mall as part of the 1964 tsunami reconstruction design. Unfortunately, the pedestrian mall has become a 'backwater' of isolated parcels absent of vehicle access and drive-by visibility which has led to vagrancy and isolated criminal activity. To address these deficiencies and improve the investment viability of adjacent parcels, a new slow-speed access lane where 'cars are the guest' rather than primary transportation mode is envisaged. New mixed mode street, landscaping, and lighting improvements would extend from H Street to J Street. Additional design and outreach to stakeholders and the community to gather concept feedback will be provided during Phase 2 of the Specific Plan planning work scope.
- **New Library.** The existing library along the Mason Mall was identified by representatives of the Del Norte County Library District Board as substandard, and they requested investigation into the possibility of a new facility at an alternative location within the downtown that would better serve library patrons. Option 1 locates a new 10,000 square foot building and parking lot along Fourth Street between G Street and F Street. The Library District would need to be acquire two parcels that are currently is occupied by a law office and residential single-family home. Phase 2 of the Specific Plan implementation strategies would need to identify means for funding, acquisition, and other actions should this be the preferred location.
- **New City Hall.** The City acquired the former First Interstate Bank building and associated parking lot as a potentially repurposed building that would include City department offices, meeting rooms, councilor offices and council chamber facilities. The funding and relocation from the current City Hall at the intersection of Fourth Street and J Street would be a long-term project.
- **New Public Parking Lots.** Acquisition of parcels in close proximity to the Third and H Street retail armature would provide easy to access supply of parking that would supplement the existing municipal lots. Lots would provide a net increase of 175 new parking spaces. Phase 2 of the Specific Plan implementation strategies would need to identify means for funding, acquisition, and other actions should this be the preferred location.
- **E Street Safe Route to School.** Walking, biking, lighting, and landscaping improvements are envisaged to provide safe, direct and convenient access between the Beach Front Park bicycle pump track, Peterson Park, and elementary schools and residential neighborhood beyond the Specific Plan boundary. All improvements would occur within the current E Street right-of-way. Additional design, estimated costs, and potential funding sources would be explored during Phase 2 of the Specific Plan.

Option 2.

Most of the elements of Option 1 are the same for Option 2. Design elements that vary from Option 1 include:

- **New Library.** Option 2 locates a new 10,000 square foot building and a 'Visitor Attractor' use such as carousel pavilion or new nautical/redwood themed museum along Third Street between G Street and F Street. The uses would serve as an anchor for the retail framework armature. The Library District would need to be acquire three parcels that are currently vacant. Phase 2 of the Specific Plan implementation strategies would need to identify other project partners for building and operating the Visitor Attractor, means for funding, acquisition, and other actions should this be the preferred location.
- **New Public Parking Structures.** This option envisages providing two new multiple floor municipal parking facilities instead of multiple municipal parking lots. Parking structures, while considerably more costly than parking lots, enable parking to be provided in weather protected, lighted environments, offer options for shared or leased commercial and housing tenant use, enable potential higher and better use of private parcels where lots are proposed in Option 1, and the ability to provide substantially more parking should demand far exceed current supply. A structure is proposed for two parcels currently occupied by a law office and private residence along Fourth Street between G Street and F Street. In close proximity to the Del Norte County Courthouse, Jail and other uses, a Tsunami Evacuation Tower integrated into the design of the structure. A second structure could be provided over the Transit Center bus facilities and municipal parking lot. This site would be strategically located to enable shared use with potential adjacent transit-supportive housing, retail, and public plaza, and Beach Front Park uses. The structured facilities along with the additional lots would provide a net increase of 600 new parking spaces. Phase 2 of the Specific Plan implementation strategies would need to identify means for funding, acquisition, and other actions should this be the preferred parking option.
- **Existing Tsunami Plaza Improvements.** This option would include improvements to the existing plaza. Improvements would have a primary emphasis as a residential amenity rather than serving as a focus for downtown civic functions. The plaza design would incorporate the existing fountain and replace some of the existing paved areas with landscaped beds and canopy trees, and covered play and other recreation activity areas. Additional design and outreach to stakeholders and the community to gather concept feedback will be provided during Phase 2 of the Specific Plan.

Figure 23. Public Use Option 1

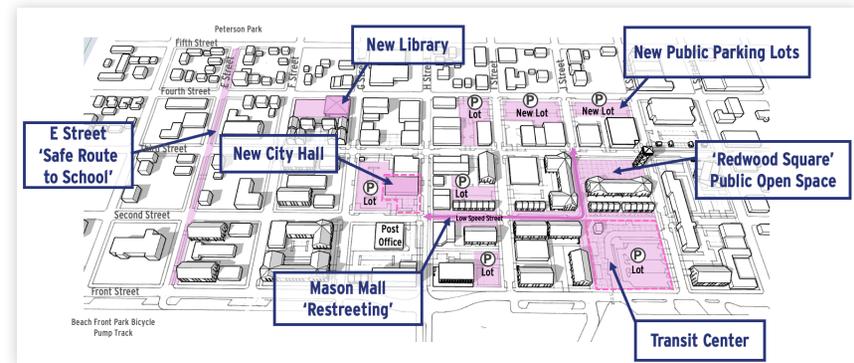
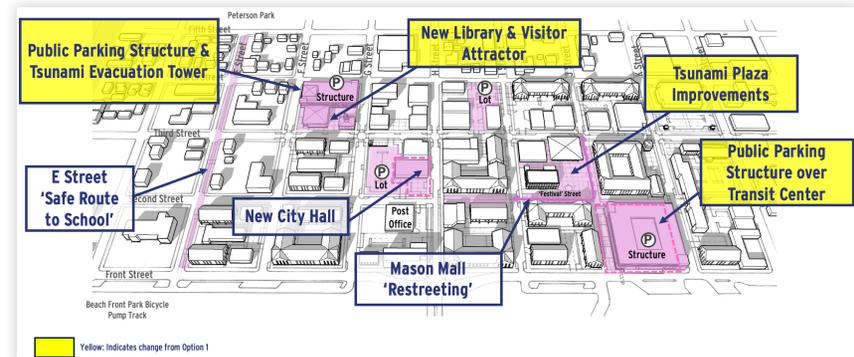


Figure 24. Public Use Option 2



RESIDENTIAL USE FRAMEWORK

Downtown residential development is essential for a revitalized downtown. The presence of downtown residents help animate the public realm throughout the day and during all seasons, providing passive ‘eyes on the street’ security, and customers for downtown businesses.

The Downtown Residential Use Framework intends to create a ‘mix-income’ district consisting of affordable housing constructed with subsidies or government assistance to reduce costs, and full price residential units built without any financial assistance. The mixed income downtown should be comprised of no more than 25 percent of affordable housing units that are below 50% average median income (AMI) to avoid unintentionally creating a concentration of poverty. This does not mean that the number of affordable units should be reduced, rather more market rate units need to be added.

Both Options.

- Housing development concepts for both options include proven building types and densities that are constructable in the Crescent City marketplace. Building types illustrated in both options include three story maximum height apartment and condominium buildings with at-grade parking lots or ‘tuck under’ parking. Townhomes, duplexes, and tri-plexes with attached individual tenant garages, and live-work housing where the ground floor of units would include optional shop or office space are also included. While vertically mixed-use buildings should be permitted, due the high cost and difficulty in financing, neither option would require mixed-use buildings for any site. Moreover, taller building above three stories are not proposed due to increased cost in change in construction type, need for elevators, and other concerns. In, addition, taller buildings are perceived to be out of scale with the downtown’s existing buildings and community’s desire to avoid intense urbanization.
- To reduce development costs and better use of scarce sites, more efficiently, both options have been designed for little or no parking on-site. Because downtown is envisaged to be walkable, bikeable and include shopping, employment, and amenity destinations nearby, car ownership and reserved parking spaces will be less necessary. Concepts illustrate affordable sites with only space per unit. Market rate sites in some instances include additional parking.
- Phase 2 of the Specific Plan will include regulatory update recommendations to ensure that development barriers such as densities, heights, and minimum parking requirements are addressed.

Figure 25. Existing Range of Densities Examples



Figure 26. Potential Residential Type Examples



Option 1

This option include approximately 440 housing units.

- **Market Rate Housing** Fronting Beach Front Park. Adjacency to open space, views, and a walkable downtown with desirable restaurants and shops are key amenities that will attract residents who are able afford premium housing. Front Street and future Beach Front Park improvements coupled with views of the harbor and lighthouse are attributes that are attractive to this demographic.
- **Existing Parcel Infill.** Parcels that currently include low density garden apartment multi-unit housing with excessive green space or parking, such as the Crescent Arms Apartment complex can provide new housing opportunities that incrementally increase the housing supply. These sites are prime locations for additional moderate density apartments, or townhomes, duplexes or tri-plexes that increase the diversity of housing options.
- **Transit Supportive Housing.** Sites adjacent to the future Transit Center provide opportunities for car-free living. Housing in proximity to the Transit Center could include development provisions for tenants to minimize or avoid auto ownership such as indoor bicycle parking facilities. Development incentives could include reduced or no required on-site parking for affordable units targeted for transit dependent residents.
- **Live-Work Residential Along Mason Mall.** Restreeting the Mason Mall opens up new opportunities for small businesses that would benefit from proximity to the Third Street retail and a new town square, but do not require the visibility and pedestrian activity that businesses on Third and H would require. Uses such as start-up, incubator businesses, salons, and art galleries would be ideal along the revitalized mall. Ownership housing such as moderate density condominiums with ground floor mezzanines and 'brownstone-styled' townhomes with garden level shops are envisaged,
- **Residential over Ground floor Retail Along the Square Frontage.** While not required for sites fronting the square, mixed use could be incentivized here to maximize benefits of the civic improvements. Public/private partnership incentives could include contribution of excess land, such the Tsunami Plaza site and public alleys that allow opportunities for larger, consolidated development sites. Other considerations could include provisions for shared parking on the municipal parking lot, tax incentives, grants, fee waivers or other actions.
- **Neighborhood Compatible Form, Massing, and Scale.** New development would be required to be a 'good neighbor' to existing uses. To achieve this will require development of Objective Design Standards as part of a zoning ordinance update, and creation of discretionary Architectural Design Guideline for projects that

would include any public gap financing such as a Facade Improvement Program. Phase 2 of the Specific Plan would identify essential standards and guidelines for neighborhood compatibility.

Option 2.

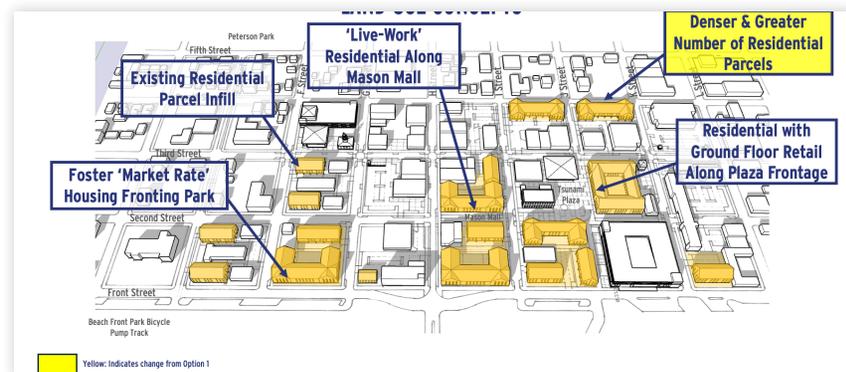
This option include approximately 660 housing units.

Denser and Greater Number of Housing Units. This option would not be substantially different than Option 1 in character but would include opportunities for additional housing along Fourth Street should municipal parking be consolidated into two parking structures. In addition, this option illustrates opportunities for greater density along the Mason Mall where multi-unit live-work housing is illustrated rather than townhomes units.

Figure 27. Residential Framework Option 1



Figure 28. Residential Framework Option 2



LODGING USE FRAMEWORK

Creating a successful Downtown visitor destination will benefit from new hospitality options.

Limited hospitality choices. Today, Crescent City downtown lodging includes only one bed and breakfast inn with nine guest rooms, and 127 rooms in four 'budget' motel properties that prioritize affordability and essential comforts, catering to cost-conscious travelers. Located along the Highway 101 couplet, they are visible and easily accessible by automobile.

Expanding hospitality options. More affluent downtown hotel guests can expand downtown foot traffic and revenue generation for nearby specialty shops, restaurants, entertainment venues, and attractions. A small upscale or 'boutique' hotel that emphasizes an elevated experience, featuring more spacious rooms, a wider range of amenities, and enhanced service is needed.

Minimum Downtown Requirements. Hotel investors have formulaic proforma requirements and to attract a hotel into the downtown area will require meeting all fundamental investment needs. To attract a new hotel,

- An amenity package of streetscape and other green space improvements that draw a critical mass of visitor-supportive retail uses must first be provided.
- In addition, other issues such as concerns about safety, homelessness, and illicit activities that can deter visitors from choosing to stay downtown must be addressed.

Option 1

- **This hotel option includes a three-story building with 50 rooms (maximum),** and a 5,000 square foot (maximum) upscale 'farm to table' or similar unique white linen restaurant, and a rooftop bar located in the existing municipal parking lot located at the intersection of H Street and Front Street. Additional uses could include wellness facilities such as a spa and a small multi-purpose conference room/ballroom. Parking on-site would be minimal, with valet parking provided for guests.
- **Boutique Hotel Fronting Park Amenity.** These guests prioritize the access to park open space and commanding harbor, and lighthouse views. The site would be ideal to attract business and leisure travelers, especially international travelers, families and mature visitors who desire proximity to shops but prefer to be away from hub-bub nighttime restaurant and bar activity along Third Street. The hotel would also attract local clientele, providing a great place for wedding parties, reunion dinners, and similar events.

Option 2

- **This hotel option includes a three-story building with 50 rooms (maximum)** and a 5,000 square foot (maximum) and amenities similar to option 1, located along the Mason Mall at the intersection of I Street in the downtown core.
- **Boutique Hotel Fronting Plaza Amenity.** Guests in this location would skew younger, including millennials and Gen-Z visitors, who would desire a more active urban nightlife setting that proximity to the civic plaza event attractions, restaurants, and bars along Third Street would provide.

Figure 29. Lodging Option 1

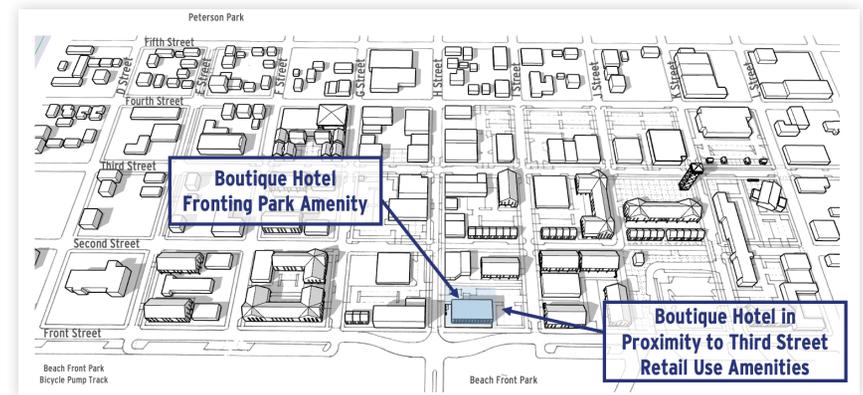
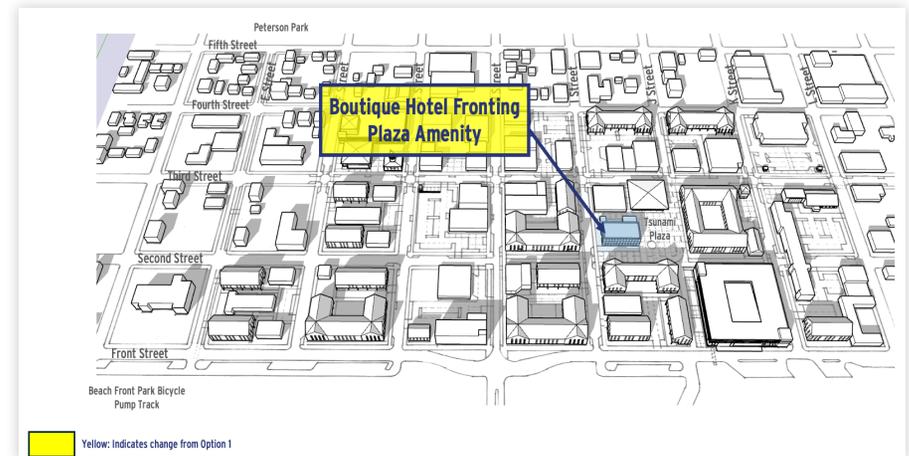


Figure 30. Option 2



REVITALIZATION STRATEGY

The Revitalization Strategy identifies implementation actions for projects that can be initiated immediately without further refinement of the Specific Plan and projects that will require additional design, review, and feedback. During Phase 2 additional projects, financial analysis, and review by stakeholders, the public, and elected officials may result in revisions to the Strategy.

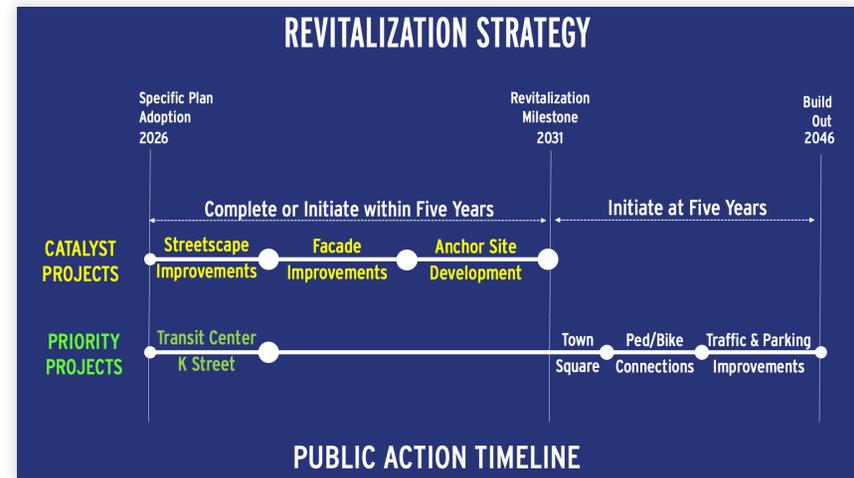
Intent. The Phase 1 Revitalization Strategy aims to identify the Public Projects and Programs that:

- Illustrate the City’s commitment to leading activities that signals to citizens and investors that ‘downtown is open for business.’
- Build upon current revitalization momentum of Front Street and Beach Front Park improvements.
- Capitalize upon available financial resources available through grants and other sources that have been approved for use by City Council such as undergrounding of utilities.
- Build upon partner agency projects, such as the Redwood Coast Transit Authority’s Transit Center initiatives.
- Are consistent with the Crescent City General Plan and Economic Development Strategic Action Plan policies, goals, and objectives, particularly for downtown.

Project Categories. The strategy includes two categories of public actions, Catalyst and Priority Projects. They are:

- Projects that are not only good ideas but also good deals. Projects that have the greatest potential to maximize return on investment of public resources. The projects that will require public financing, design, and public/private partnerships to create immediate development momentum and spur long term, sustainable private investment that requires little or no public subsidies.
- Projects that address community needs and desires. The projects selected address the community’s Vision, Goals and Objectives for a Revitalized Downtown identified in Phase 1 of this planning process.

Figure 31. Revitaization Strategy Public Action Timeline



Catalyst Projects are those that:

- Provide the best opportunity create substantial change within 5 years (2031) of initiation.
- Projects that have been reviewed and recommended for implementation by stakeholder, the public, and City staff.

The three Catalyst Projects are Retail Streetscape, Facade Improvements, and Anchor Use Development.

Priority Projects are those that:

- Include ‘time sensitive’ projects that have been initiated, designed, funded, and approved by City Council and partner agencies.
- Projects currently funded and designed such as the Front Street Phase 3 improvements and Beach Front Park gateways projects that can be implemented in the short-term concurrent with Catalyst projects.
- Projects that require additional design, financial analysis, funding source identification, and additional public input and feedback. These projects would be initiated by the City following completion of Catalyst Projects.
- Priority Projects include Approved and Funded Projects and Green Streetscapes.

APPROVED AND FUNDED PROJECTS

Two projects, the RCTA Transit Center including K Street improvements, and the final phase of the Front Street reconstruction project will initiate implementation of downtown revitalization concepts of the Specific Plan. The projects will serve as examples and pilot projects for infrastructure improvements on Third Street. Construction is anticipated to be completed by 2028.

The Transit Center Project will include:

- Bus bays for RCTA transit vehicles accessed from a bus only one-way lane from K Street to Front Street.
- Bus stops for tour buses along the bus lane.
- A bus operator 'comfort station', ticket booth, and public restroom structure.
- Weather protected shelters
- Additional new landscaping and paving
- K Street improvements constructed concurrently, including crosswalk improvements, pedestrian-oriented and street-oriented lighting, new street trees, shrubs, and groundcover landscaping, and new sidewalks.

Front Street improvements will include:

- Roadway, parking, lighting sidewalk, bike lane, and crosswalk improvements similar to earlier phases of the Front Street reconstruction.
- Beach Front Park gateway monument signs at Play Street and the intersections of L Street and M Street.

Specific Plan Phase 2 Next Steps.

- Collaborate with RCTA consultant team to ensure design is consistent with downtown themes and design concepts.
- Collaborate with RCTA consultant team to ensure City owned municipal parking lot re-design is consistent with Specific Plan Phase 1 concepts.
- The Specific Plan consultant team will collaborate with the K Street engineer to ensure Phase 1 design Third Street concepts are designed and constructed as proposed.
- Provide materials for RCTA consultant team for their future engagement with community, Planning Commission, and City Council.

Figure 33. Approved and Funded Projects Diagram

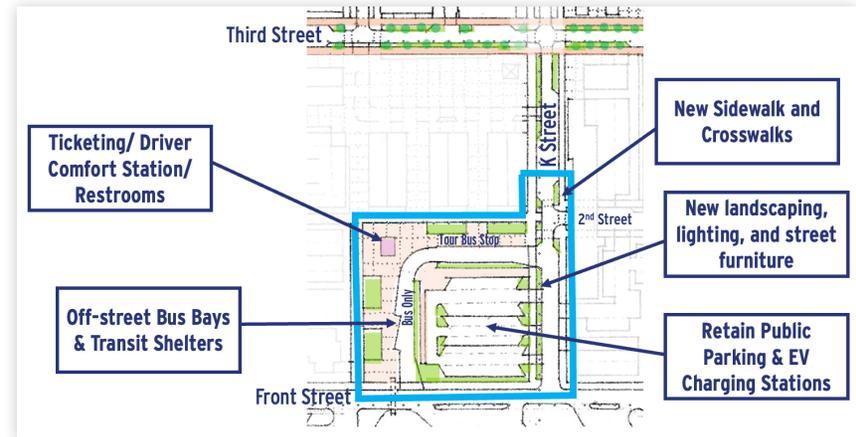


Figure 34. Beach Front Park Gateway



CATALYST PROJECTS

RETAIL STREETSCAPE

Streetscape improvements are intended to create a safe, joyful, and memorable place that draws Crescent City residents and tourists alike.

Streetscape improvements are essential to create an experiential retail window shopping and strolling environment. From morning to night, during all seasons of the year. Improvements should foster not only purchasing of goods, services, dining and drinking activities, but also create a welcoming environment where there are opportunities for just sitting, conversing, and enjoying public art. Improvements should be authentic to Crescent City, incorporating 'Redwood to the Sea' themes. Consideration for maintenance should be central design consideration.

Project Limits. Third Street public right-of-way (60 feet width) between L Street and G Street (5 blocks). Cross street intersections (20 feet to 30 feet) will be included as well.

Improvement Issues to Be Addressed:

- Visual blight of overhead utility lines
- Lack of canopy trees
- Lack of street furnishings
- Poor pedestrian lighting

RETAIL STREETSCAPE OPTIONS

Both Options would maintain existing stormwater catch basins, 10-foot existing sidewalk width, existing driveway locations. Overhead utilities will be relocated underground. No changes to street travel lanes, traffic signals or stop signs are proposed.

Option 1 Summary:

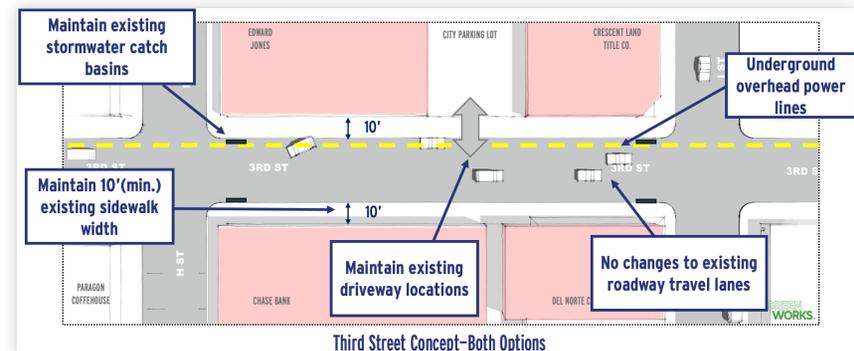
Emphasis on project elements that have the greatest 'bang for the buck' and can be implemented quickly with minimum disruption to existing businesses. Significant improvements proposed within existing curb-to-curb roadway (40' feet width) only.

- No significant change to existing sidewalk width or paving (except patching, ADA compliance improvements, etc.)
- New Greenery (street trees & shrubs) at corners and at midblock.

Figure 35. Retail Streetscape Projects



Figure 36. Option Common Elements Diagram



- Improved pedestrian crossings (corner bulbouts) at all intersections
- New pedestrian scaled lighting and roadway lighting to animate the streets at night.

Option 2 Summary.

Includes all project elements that result in a ‘great retail street’ if funding for additional elements can be provided.

- New sidewalk paving. Consideration for additional sidewalk width could be explored
- New paving in parking lane to reduce the perceived width of the roadway
- Additional amenities including public art, wayfinding, and electrical outlets

Phase 2 of the Specific Plan should include additional design refinement and ROI financial analysis.

FACADE IMPROVEMENT PROGRAM

To supplement streetscape improvements, the program is intended to revitalize downtown retail streets by enhancing the visual appeal and physical condition of retail buildings, especially those with deferred maintenance.

Crescent City will provide property owners business improvement grants to cover a portion of the cost of design and engineering, and portion of the cost of exterior facade materials, and construction. Other incentives such as fee waivers or expedited review and approval processes may be offered as well. The program would be for buildings with local ownership or local and regional businesses. In limited instances improvements for national brand tenants may be provided.

Project Limits. Retail facades fronting public rights-of-way for all parcels within the downtown core.

Key objectives include:

- **Attracting customers and increasing sales:** Visually appealing storefronts and facades help attract foot traffic, new customers, and tourists, which can lead to increased sales and revenue for downtown businesses.
- **Encouraging private investment:** By offering matching grants and incentives, the program will stimulate private property owners to invest in their buildings, which can have a catalytic “spillover” effect that encourages further improvements in adjacent properties and the entire downtown.

Figure 37. Retail Streetscape Option 1

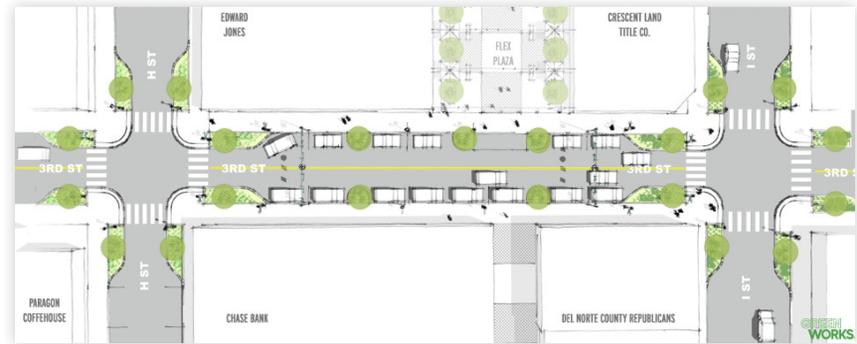


Figure 38. Retail Streetscape Option 2

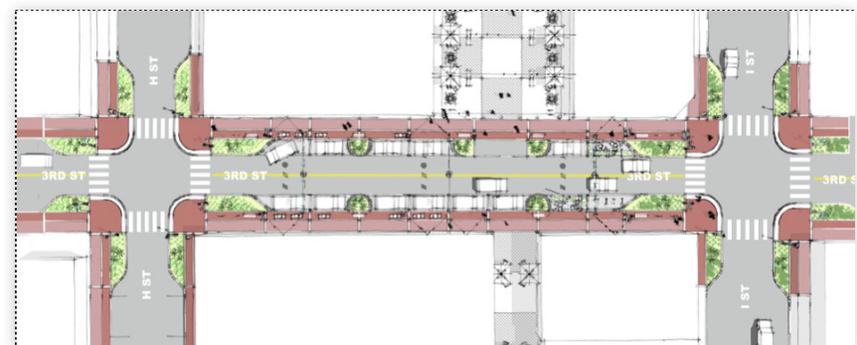
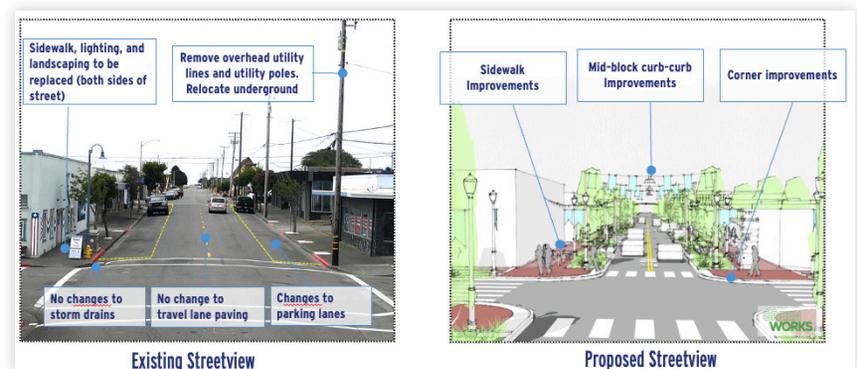


Figure 39. Retail Streetscape Option 2 Looking Southwest



- **Eliminating blight and enhancing livability:** The physical improvements help to eliminate substandard conditions and blight, enhancing the overall quality of life and perception of safety in the neighborhood.
- **Preserving historic character:** For the few remaining historic structures, restoration of architectural details to maintain and promote Crescent City's unique identity and heritage.
- **Supporting local businesses and job creation:** A thriving downtown with attractive storefronts helps local businesses stay competitive and grow, contributing to job creation and a stronger local tax base.
- **Filling vacant storefronts:** Improved building exteriors can attract new tenants and help reduce commercial vacancy rates by making spaces more desirable for a variety of uses, such as retail, restaurants, and housing.

Design Requirements.

Architectural Design Guidelines. In addition to any regulatory requirement approvals, facade improvement grant recipients would be subject to design review and approval using Architectural Design Guidelines. The Guidelines would include subjective requirements that promote a Crescent City authentic architecture vernacular. Guidelines elements would include windows, doors, facades, weather protection requirements at a minimum. Other guidelines may be for signs, landscaping, 'parklet' seating, bike corrals, and other improvements.

Phase 2 of the Specific Plan should include Architectural Design Guideline preparation and identification of potential funding strategies.

Figure 40. Facade Improvement Projects

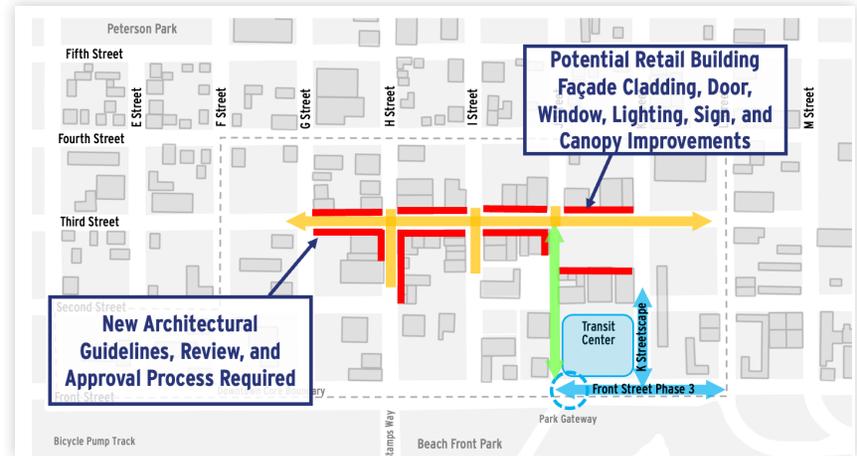
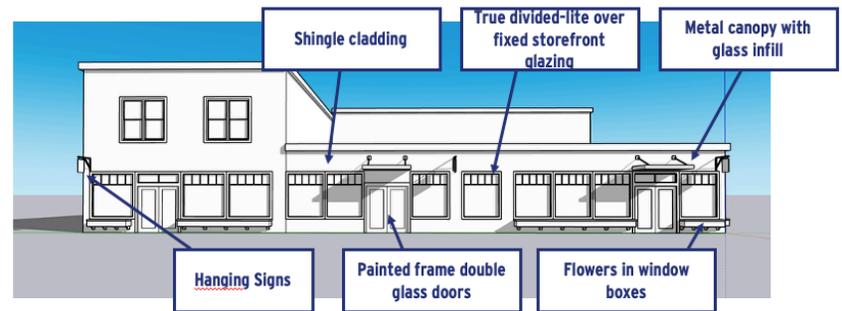


Figure 41. Facade Improvement Program Case Study



ANCHOR SITE DEVELOPMENT

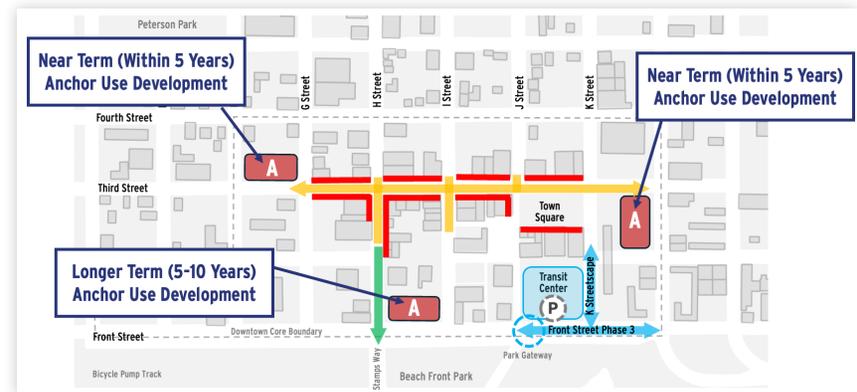
Anchor Developments serve as ‘game changer’ projects that signal to the public, property owners, and downtown investors that downtown has a bright future, investment in the core can be profitable, and it is a desirable place to live, work and visit.

Recipe for Success. Sites are located and uses are selected to stimulate significant amount of additional new retail and residential, development in the downtown core. The Anchor Development sites are located strategically. Development sites have been selected where:

- **Proposals are grounded in reality.** Fundamental real estate development requirements are addressed. Conceptual architectural and site design schemes have been prepared to ensure that the layout of buildings, parking, and site amenities can be constructed using a viable building construction type and floor plan configuration at realistic densities.
- **Fewer development constraints exist.** Sites have been selected that are ripe for development, vacant and underutilized sites, where existing property owners are willing to lead or partner in development, or agreeable to possibly selling the site to potential developers.
- **Include retail uses that generate a significant amount of both local and visitor trips.** Uses selected will animate downtown 18 hours of the day and increase foot traffic. Anchor uses fill gaps where is latent demand for housing, lodging, and shopping, dining, and drinking experiences. Moreover, anchor uses that have a proven track record in the local or regional marketplace of success.
- **Create a ‘snowball effect’.** Development that won’t represent an isolated, one-time improvement. Projects have been selected that will benefit downtown businesses and property owners as primary consideration.

Predictability and Certainty. Investors are risk adverse and success will only occur when Crescent City can demonstrate that it is a willing partner to limit risk. The City will likely need to provide incentives to catalyze private development. Actions may include:

Figure 42. Anchor Site Development Projects



- **Public gap financing.** Because of the projects pioneering nature, developers are often unable fully financing downtown development. Public/Private Partnerships (PPP) will be needed. The City’s role in the PPP is likely to include financial resources, in the form of contribution of land, grants and loans, and infrastructure improvements to make projects ‘pencil out’. In turn, the City may require development concessions that address community desires and needs for the downtown such inclusion affordable housing units, publicly accessible open space amenities, or other uses and design considerations.
- **Eliminate entitlement barriers.** Uncertain approval processes can add money and time to projects. Streamlining regulations, timelines and providing fee waivers will be needed.

Phase 2 of the Specific Plan must include the financial business case Return On investment (ROI) analysis and other policy, and regulatory update actions need to spur development.

ANCHOR DEVELOPMENT SITE- THIRD STREET AND L STREET

A food and beverage use is proposed for this large, underutilized site. Project initiation should be within 5 years of Specific Plan adoption.

The restaurant use would:

- Capitalize upon the high exposure that Highway 101 drive-by traffic volume provide.
- Capitalize upon the adjacency to the Redwood State and National Park Headquarters to draw tourists seeking Park maps and information at the Visitor Center.

The site offers opportunities to:

- **Provide a use with modern new construction**, free of the constraints that existing downtown buildings may have. The design of the building provides opportunities to includes themes and elements that would reflect an authentic 'Redwoods to the Sea' character.
- **Draw travelers who are arriving by automobile.** This site can provide an adequate amount of convenient parking on-site that can be seen and accessed immediately from Highway 101.
- **Provide an opportunity to provide an outdoor dining** experience that currently is present along Third Street.
- **Attract a local or regional tenant rather than a national brand restaurant** that is prevalent along the Highway 101 couplet. Comparable examples that would provide a model for successful food and beverage use, include Sea Quake, Sea Front, Kin Khao locally owned and operated restaurants.
- **Provide an opportunity draw visitors into downtown.** Once parked, with an improved Third Street streetscape, many tourists are likely to stroll and window shop and purchase other retail uses from merchants on Third Street.

The design of the site should:

- Have a front door orientation to maximize visibility and establish a pedestrian orientation toward Third Street.
- Locate parking behind the building.
- Locate outdoor seating areas in a protected area that is away from noise created by Highway 101 traffic, with sun exposure, rain and wind protection.

Design Options.

- One option would have all uses on the current site
- A Second option would include a shared parking with the Redwoods Office and include an additional small retail use at the intersection of K Street and Third Street.

Figure 43. Anchor Development Site- Third Street and L Street Options

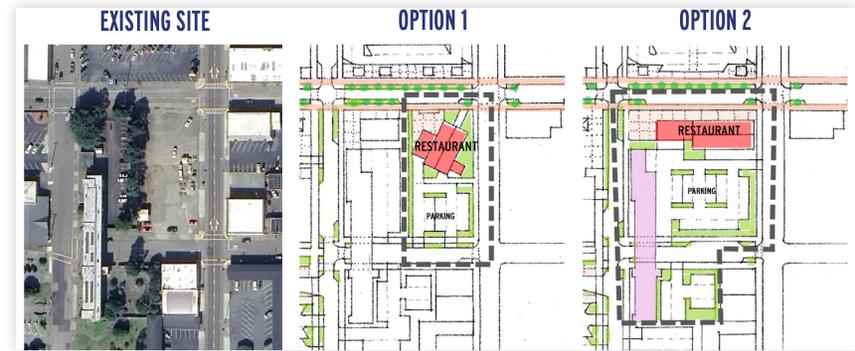
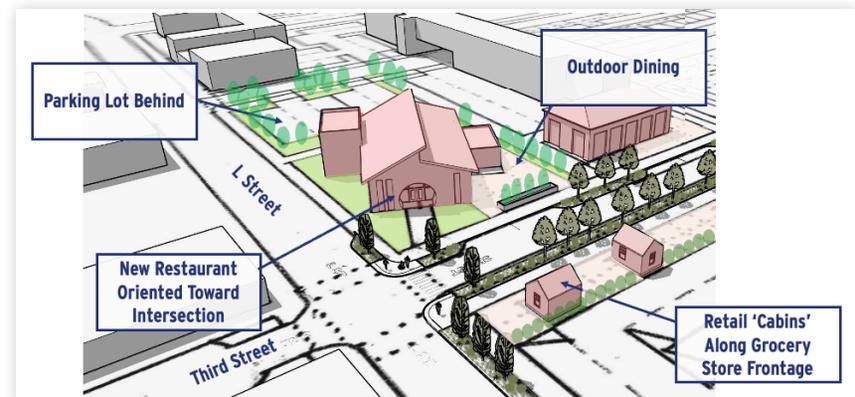


Figure 44. Anchor Development Site- Third Street and L Street Option 1



Figure 45. Anchor Development Site- Third Street and L Street Option 1 Looking South



Specific Plan Phase 2 Next Steps.

- Additional engagement with the property owner and Redwood Park representative.
- Refinement of the concept.
- Development of ROI financial analysis of any necessary financing strategies.
- Initiate recruitment strategies for potential project partners and possible tenants.
- Identification of potential policy and regulatory barriers and means to overcome or minimize the barriers.
- Development of tasks, responsibilities, and timelines for City actions.
- Additional engagement with community, Planning Commission, and City Council to present refined concepts and strategies to gather feedback and approval.

ANCHOR DEVELOPMENT SITE- THIRD STREET AND G STREET

Two options are proposed. A mixed-use multi-unit housing for the three vacant parcels fronting Third Street, and new library mixed-use development would encompass the entire block, including underutilized single family residential and office sites. Project initiation should be within 5 years of Specific Plan adoption.

The mixed-use housing use option would:

- Capitalize upon much need for affordable and market rate housing in the downtown. The residents would provide an infusion of new customers for existing and future retail shops. Residents would benefit from adjacency downtown services, nearby Peterson and Beach Front Park, and other future amenities.
- Provide an opportunity to include a ground floor retail use that benefit/establish synergy with adjacent existing and planned retail uses on Third, Paragon Coffee and the future Glenn’s Bakery (Hiouchi Cafe) to create a dining and beverage cluster at the terminus of Third Street.

The library mixed-use option would:

- Replace the substandard existing library with a new state-of-the-art facility that is located prominently at the terminus the retail armature.
- Provide an opportunity to provide a ‘Redwoods to the Sea’ themed tourism

Figure 46. Anchor Development Site- Third Street and G Street Options



Figure 47. Anchor Development Site- Third Street and G Street Option 1



Figure 48. Anchor Development Site- Third Street and G Street Option 2



destination use that could also draw local visitors, especially families to the downtown.

- Provide an opportunity to provide a significant amount of weather-protected shopper parking that could also serve Del Norte County Government employees and visitors.
- Provide an opportunity provide a tsunami evacuation tower. The tower could serve people that would be difficult to evacuate beyond the inundation zone during a tsunami event, such as County Jail prisoners.

The design of the site should include:

- A retail and visitor attraction ground floor orientation of front doors and ground floor facade transparency toward Third Street to maximize Third Street pedestrian walking and auto drive-by exposure/visibility.
- Housing parcel design should include a ground floor retail use at the corner G Street and H Street to 'lock in' the site to the Third Street retail armature. Ground floor retail and commercial uses for the rest of the site would be optional and not required. Where residential uses occur at ground floor, units should be oriented toward the street or publicly accessible open space. For these units, privacy should be provided by setbacks or changes in elevation from the public rights-of-way.

Specific Plan Phase 2 Next Steps.

- Additional engagement with Del Norte County Library Board, property owner, and business owner representatives.
- Additional concept refinement of a preferred option.
- Development of ROI financial analysis of any necessary financing strategies.
- Initiate recruitment strategies for potential project partners and possible investors and developers.
- Identification of potential policy and regulatory barriers and means to overcome or minimize the barriers.
- Development of tasks, responsibilities, and timelines for City actions.
- Additional engagement with community, Planning Commission, and City Council to present refined concepts and strategies to gather feedback and approval.

Figure 49. Anchor Development Site- Third Street and G Street Option 1

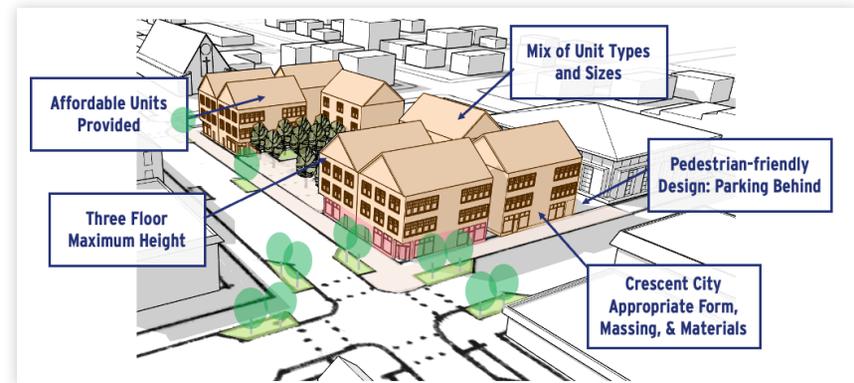


Figure 50. Anchor Development Site- Third Street and G Street Option 2

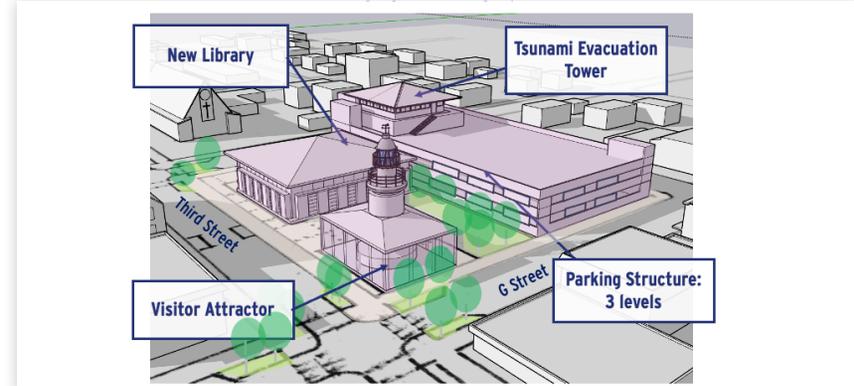
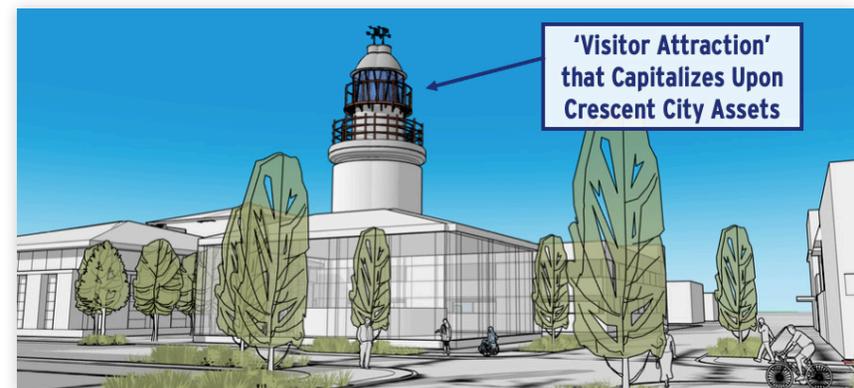


Figure 51. Anchor Development Site- Third Street and G Street Option 2 Visitor Attraction



ANCHOR DEVELOPMENT SITE- FRONT STREET AND H STREET

Two options are proposed for the City-owned municipal parking lot site. A boutique hotel utilizes a majority of the municipal parking lot, and secondary option, a market-rate multi-unit housing development that encompasses the entire parcel. Project initiation should be within 10 years of Specific Plan adoption.

The boutique hotel use option would:

- Capitalize upon downtown retail uses. The guests would provide an infusion of new customers for existing and future retail shops.
- Provide an opportunity to include a ground floor restaurant and rooftop bar attraction that would offer views of the Beach Front Park and the lighthouse.

The mixed-unit housing option would:

- Offer views of the Beach Front Park and the lighthouse.
- Offer opportunities for nearby shopping and access to downtown services and jobs.

The design of the site should include:

- No hotel parking or guest drop driveway should be allowed between the building and street frontages.
- Orientation hotel rooms toward the Park to maximize opportunities for harbor, park and lighthouse views.
- Hotel lobby entrance should be oriented toward H Street. A guest drop-off porte cochere should be provided on the north side of the building.
- Hotel service access should not front on streets.
- Residential units should be oriented toward Front Street to maximize opportunities for harbor, park and lighthouse views
- No residential parking or resident drop driveway should be allowed between the building and street frontages.

Figure 52. Anchor Development- Front and H Street Options



Figure 53. Anchor Development- Front and H Street Option 1



Figure 54. Anchor Development- Front and H Street Option 2



Specific Plan Phase 2 Next Steps.

- Additional concept refinement of a preferred option.
- Development for a Request for Proposals (RFP) for either option selected.
- Development of ROI financial analysis of any necessary financing strategies.
- Initiate recruitment strategies for possible investors and developers.
- Identification of potential policy and regulatory barriers and means to overcome or minimize the barriers.
- Development of tasks, responsibilities, and timelines for City actions.
- Additional engagement with community, Planning Commission, and City Council to present refined preferred concept and implementation strategies to gather feedback and approval.

Figure 55. Anchor Development- Front and H Street Boutique Hotel Looking North

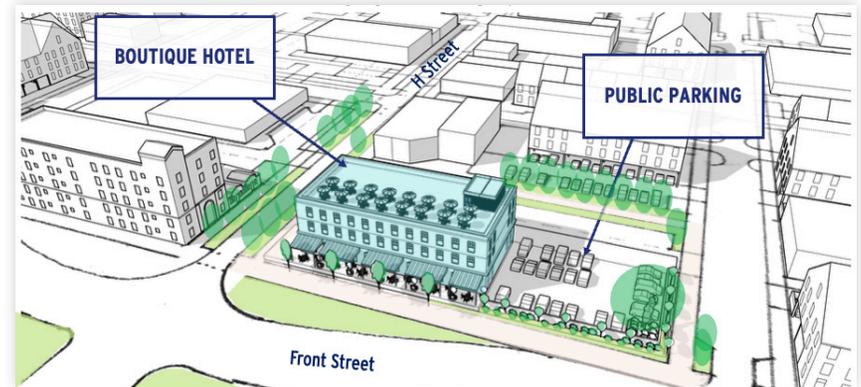


Figure 56. Anchor Development- Front and H Street Boutique Hotel Views Looking South



