



# CRESCENT CITY

## DOWNTOWN SPECIFIC PLAN

### Steering Committee Visioning Workshop Individual Response Sheet

September 3, 2025

List Three Downtown Attributes to Build upon and strengthen.

1. Proximity to ocean access (views)
2. Connectedness
3. Dedicated city staff & community awareness (we know CC is special)

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Lack of incentives & guidance for potential new business owners
2. Fragmentation

3. City Gov capacity to seek and administer projects & seek funding

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

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Name (Optional) Kevin Merlue

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Crescent City, CA 95531



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List Three Downtown Attributes to Build upon and strengthen.

1. community spaces (farmers markets, live music, parks, etc.)
2. more restaurants, coffee shops
3. bike-able, walkable, safe

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. <sup>it's</sup> not aesthetically-pleasing
2. empty + ugly buildings
3. more plants, flowers, greenery, trees

Identify Any Other Issues, Concerns, or Ideas that You May Have for Downtown Revitalization. Write Below or Mark on Map

- I'd like to see Crescent City turned into a "Blue Zone."
- get youth involved.
- ~~for~~ Create more reasons for people to get OUTDOORS, MOVE, + GATHER TOGETHER.
- Connect our local history <sup>story</sup> w/ the native tribes to our downtown (signs, walks, info)

Name (Optional) Larissa Nowak

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List Three Downtown Attributes to Build upon and strengthen.

1. Friendly people
2. Temperate climate
3. Proximity to coast / mountains / big trees / the river

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Lack of landscaping
2. We need a transportation hub
3. Need ways to connect Front St to downtown + draw traffic to 3rd Street from the south

Identify Any Other Issues, Concerns, or Ideas that You May Have for

Downtown Revitalization. Write Below or Mark on Map

- Festivals : mermaids? Lighthouse celebration?
- Downtown square/plaza (corner of K + 3rd)
- get young people (College of the Redwoods?) + perhaps younger?

Name (Optional)

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List Three Downtown Attributes to Build upon and strengthen.

1. Appearance: buildings facade, landscaping
2. Safety: pedestrians
3. Sustainable retail options for viable rental rates

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Traffic flow w/lights or signs
2. Parking options (parking control)
3. Building owners filling empty buildings

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

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Name (Optional)

Tiffany Edler Biggs

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List Three Downtown Attributes to Build upon and strengthen.

1. PROXIMITY TO NATURAL BEAUTY
2. WALKABILITY + HUMAN SCALE
3. AUTHENTIC SMALL-TOWN CHARACTER

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. EMPTY STOREFRONTS. ~~OUTDATED~~ OUTDATED / RUN DOWN BUILDINGS / ZONING
2. LACK OF IDENTITY -
3. LIMITED MIX OF BUSINESSES

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

ISSUES

- AFTER HOURS DEAD ZONE
- PARKING
- EVENT RELIANCE
- GOV RED TAPE
- FUNDING GAPS
- ENFORCEMENT

IDEAS

- BEAUTIFICATION PLAN
- BUSINESS DEVELOPMENT
- PROGRAMMING
- INFRASTRUCTURE
- YOUTH INVOLVEMENT (need reflection downtown — so that they start to care — as consumers AND future stewards)

Name (Optional)

BKGT

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Thank you!



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List Three Downtown Attributes to Build upon and strengthen.

1. Continue/enhance moving homeless out (Safety)
2. Revitalize Tsunami Plaza
- 3.

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. If you are walking there is no escape from weather
2. Need more public restrooms
3. The old Daly's building & 260-290 I street need to be replaced

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

How will we get traffic to go downtown?  
Our tree wells are largely filled  
with weeds. We can have greenery  
but the sidewalks might not  
be the right place.

Name (Optional)

Darrian Short

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List Three Downtown Attributes to Build upon and strengthen.

1. Superior Location - Small town atmosphere Cities are unlivable!
2. Community / Where you folks from?
3. Proximity to the ocean?

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Poverty - 1/3 of community is AT or BELOW poverty
2. Indifference
3. No / Little pride in community

Identify Any Other Issues, Concerns, or Ideas that You May Have for

④ Downtown Revitalization. Write Below or Mark on Map

One's first impression of downtown is via  
Automobile - 100 North to 'S' curve -  
101 South from freeway - Unimpressive!!  
dilapidated buildings, weeds in street -  
Downtown is gray, & uninviting - Downtown  
needs color - Crescent City is a nautical /  
Rejuvenate the significant marine community -

Name (Optional) Roger Gitlin, Editor, The Tri-licate

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Former  
Del Norte  
Superior

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④ Litter / graffiti  
should not be  
tolerated!

⑤ Mixed zone usage - with many  
buildings in downtown



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• business downtown  
key to attract  
traffic.

List Three Downtown Attributes to Build upon and strengthen.

1. Beauty of oceanside city - Room to grow
2. Harbor room to grow restaurants & business
3. Beachfront park 2 blocks from Downtown <sup>need to connect</sup>

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. A Parking Garage - poor parking downtown Restrooms !!
2. Lighting downtown - twinkle lights • Downtown Power downtown
3. History on each building to engage interest <sup>3rd St.</sup>

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

3rd Street Downtown <sup>parking, lighting</sup>  
③ restrooms D.

for events  
farmers  
market

- need
- history of buildings downtown
  - Beautification buildings, streets
  - Better signage of Downtown
  - Parking garage, power source downtown streets <sup>3rd St.</sup>

Name (Optional)

Cenni McDonald - business Owner

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if you'd like to remain anonymous.

"Soul Feet Retreat"

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List Three Downtown Attributes to Build upon and strengthen.

1. VICINITY TO LIGHTHOUSE + BEACH + BEACHFRONT PARK
2. PLANNON HISTORICAL BEATY
3. GOOD PEOPLE - FRIENDLY

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Poor Lines - BIGGEST COMPLAINT WIFE 3 VISITING FAMILY
2. BUILDING FACADES + EMPTY OUTDATED STRUCTURES
3. HOMELESS / MENTAL ILLNESS

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

CITY RESOURCES : LACK OF CODE ENFORCEMENT - DUE TO OUTDATED  
MUNICIPAL CODE 3 COMPLAINT DRIVEN STRUCTURE.  
WEATHER WILL BE AN ISSUE. CATER TO SEASONAL CROWD.

Name (Optional) \_\_\_\_\_

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List Three Downtown Attributes to Build upon and strengthen

1. *market analysis Development = Retail Housing*
2. *Farmers market*
3. *Solowa Cultural trail*

List Three Downtown Weaknesses that need to be overcome or mitigated

1. *Town Square Development / Plaza Backwater*
2. *Restroom access*
3. *much & shorter Budget Business*

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

*Improve streets, sidewalks  
& lighting. Weather protection  
Family accessibility w/ youth activities  
of skating & indoor Biking cages.  
How arrange parking lots.  
Code congruent to building  
The unhoused population*

Name (Optional)

*Sheryl Steinruck 707-458-5253*  
Responses will be shared on the project website. Please leave name blank  
if you'd like to remain anonymous. *Steinruck@gmail.com*

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Ed. opportunity  
for entrepreneurs  
passion for youth

A walk to beachfront  
park  
connection

List Three Downtown Attributes to Build upon and strengthen.

1. Public Gathering Spaces! Flexible for multipurpose
2. Space for young people
3. More color, landscapes - less cement
4. Unity, relationships & our community

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. TSUNAMI ZONE - safe building - concern for residential
2. More color, fill the buildings & create environment
3. Rainy season / poverty / fragmentation of town

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

- Charm  
- Warmth  
- Clean

From presentation

Residential Housing: concern to only make  
30% affordable understanding the low  
income community that make up Del Norte

→ Better relationships w/ building owners

→ Seasonal - tourism - deal with - compact - address local conditions  
connect

→ Action oriented community - who will start  
the Retail? Small community involvement  
feasible, implemented, maintained.

Name (Optional)

IYA MAHAN - DNATL CFC

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→ All want to make this place better -  
Give people something to stay for

Crescent City  
"No  
where  
anywhere  
else  
like  
this"



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\*List Three Downtown Attributes to Build upon and strengthen.

1. Minimal Stop Signs - slow speed limit - driveable - parking
2. Pedestrian priority - meeting space
3. Variety of shops - property pride

\*List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Transient Traffic
2. Minimal Meeting space
3. Signage - Old Texaco corner - not welcoming

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

\* Purchase Old Texaco corner & turn it into a welcome to downtown sign.  
Attract condo developers to move here & open. Awning - Rain coverage.  
Showcase Battery Point Lighthouse / Redwoods maze / Harbor - Fishing history

Name (Optional)

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September 3, 2025

Nov. 6/7 F/U  
Meeting

List Three Downtown Attributes to Build upon and strengthen.

1. Beachfront Park - it's beautiful, but needs KidsTown updated + updated restrooms
2. Monthly events are good, but lack engagement
3. Decent amount of parking, but it's taken up by motorhomes & unhoused

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Empty storefronts
2. Beautification of storefronts
3. Unhoused population creating trash, human waste, disturbances

Identify Any Other Issues, Concerns, or Ideas that You May Have for

Downtown Revitalization. Write Below or Mark on Map

- Not enough kid-focused activities
- We are in the process of purchasing our building at 212 K St. Following that we will be seeking funding to convert our 2000 ft<sup>2</sup> 2-story garage into a children's museum.
- Bringing more food trucks into the area for fun events.

Name (Optional)

Carrie Castillo - DNCCC

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Wash. and Oregon, this actually rare for Calif. to have so much expansive views of ocean.

- View shed
- List Three Downtown Attributes to Build upon and strengthen.
1. Proximity to beautiful bay and beaches within walking/biking distance.
  2. Very vibrant music community for small population = asset!
  3. Friendly, welcoming core of people.

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. No place identity or unique character. No historic "Bones"
2. Tear down ugly derelict buildings! get rid of so much parking cement
3. Lack of high end amenities - fine hotel, fine dining, upper end retail. \* Need a performing arts center!

Identify Any Other Issues, Concerns, or Ideas that You May Have for

Downtown Revitalization. Write Below or Mark on Map

- Challenge:
- 1.) Overcoming the fear of change and fear of improved economy changing area character. (Weird, but real.)
  - 2.) Make Del Norte County a bill board - free county!
  - 3.) Make Howland Hill Road through Redwood National and State Parks access via shuttle with shuttle hub downtown?
  - 4.) Too many business owners make virtually no attempts to be aesthetically appealing - for example, motels with no flowers, no outdoor seating - they only seem to care about money on one-time users.

Name (Optional)

Candace Linkler

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List Three Downtown Attributes to Build upon and strengthen.

1. rehabilitation of historic structures
2. more downtown residential paired w/ retail activity
3. The City Manager is an advocate for the <sup>downtown</sup> City. Should be supported more

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Property owners - some 'just making payments'
2. A need for this process to help businesses be willing to invest in downtown (Don't thank you)
3. City needs a 'burn raising' <sup>event</sup> project in downtown

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

A lot of effort is about Beachfront Park and its  
many events. Should move those events to downtown

Name (Optional) \_\_\_\_\_

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List Three Downtown Attributes to Build upon and strengthen.

1. WALKABILITY
2. GREEN SPACES
3. PROXIMITY TO PARK

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. EMPTY/CONDEMNED BUILDINGS
2. LACK OF NIGHT-TIME ACTIVITIES
3. LACK OF PARKING

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

THERE ARE VERY FEW THIRD  
SPACES TO CONGREGATE THAT  
DON'T INVOLVE FINANCIAL TRANSACTIONS.  
THERE ARE AVAILABLE BUILDINGS  
BUT NO WAY TO AFFORDABLY MOVE  
INTO THEM. TAB IS HOLDING  
THEM w/ AN IRON GRIP.

Name (Optional)

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TSUNAMI  
MAKES  
LIVING  
IN DOWNTOWN  
A  
DANGEROUS  
PROPOSITION

FOR  
ACCOUNTED  
MEANINGFULLY.  
AGE YOUTH & ADULTS ARE NOT  
TRANSITIONAL  
OLD RED'S THEATER IS UNDERUTILIZED



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List Three Downtown Attributes to Build upon and strengthen.

1. *location + surrounding geography; opportunities for connectivity to forests, mountains, rivers, + ocean.*
2. *Access to cultural + historical resources.*
3. *Strong community*

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. *Underutilized space / blank walls, open parking lots / vacancies*
2. *Not safe, or does not feel safe.*
3. *Missing an identity; Aesthetic*

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

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Name (Optional)

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List Three Downtown Attributes to Build upon and strengthen.

1. Major potential (city owned lots, great park, large tourism)
2. Strong community
- 3.

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Proper infrastructure (lights, sidewalks, walkability)
2. signage
- 3.

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

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Name (Optional) Artak Mamadjan

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List Three Downtown Attributes to Build upon and strengthen.

1. more businesses are coming to downtown.
2. Partnerships, we work well together.
3. We are passionate

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Lack of lighting
2. Ugly closed buildings
3. LACK OF walking spaces

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

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List Three Downtown Attributes to Build upon and strengthen.

1. Partnerships between City, County, Tribes, Organizations
2. Prime Community for grant funding
3. Diversity of Cultures

List Three Downtown Weaknesses that need to be overcome or mitigated.

1. Time it takes for change, community needs
2. <sup>smaller</sup> changes that can inspire.
3. community tends toward talking about barriers vs opportunities.

Identify Any Other Issues, Concerns, or Ideas that You May Have for  
Downtown Revitalization. Write Below or Mark on Map

There is a lot to fix, which bogs people down.  
Focus on small, easy wins / deliverables  
right away.  
Don't forget to design for dogs -  
Who is responsible for recruiting and  
supporting new small businesses?

Name (Optional)

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THE EUREKA DOWNTOWN AREA HAS A LOT OF WHAT THE YOUTH WANT TO SEE. MORE SHOPS THAT ARE OPEN LATER, OUTDOOR SEATING AND DINING OPPORTUNITIES. THERE ARE MANY POTENTIALLY GREAT LOCATIONS FOR LATE NIGHT HOURS. THE YOUTH ARE WORKING THROUGH THE DAY WHEN MOST BUSINESSES ARE OPEN. IN ARCATA THERE IS A COMPARABLY THRIVING YOUTH & YOUNG ADULT SCENE BOTH IN MUSIC AND OUT OF MUSIC. THE THIRD SPACES IN HUMBOLDT ARE OPEN LATER, WHEREAS IT FEELS LIKE EVERYWHERE IN TOWN CLOSES AT 5PM. IF THERE'S A PLACE WE CAN PARK OUR CARS, GO SHOPPING, DANCING, EATING, AND RECREATING THAN THERE IS NOW, THE YOUTH WOULD BE DOWN THERE WORKING THOSE JOBS AND SPENDING MONEY DOWN THERE. THOSE BUILDINGS NEED TO BE MADE TRULY AVAILABLE, AND THOSE LATE NIGHT BUSINESSES NEED TO BE MADE WELCOME.

THE DALY BUILDING COULD BE A GREAT VENUE SPACE BUT TAB & ASSOC DON'T SEEM INTERESTED IN REFURBISHING THEIR VAST MULTITUDE OF BUILDINGS.

I WORRY MOST OF THE EMPTY BUILDINGS AND SUCH ARE BEING HELD UP BY THE LANDOWNERS WANTING TAX WRITE-OFFS.

THE REAL ESTATE IS STAGNANT BUT THE YOUTH SEEK ENTERTAINMENT AND PLACES TO CONNECT.

IT FEELS LIKE THERE ARE BARRIERS TO YOUTH CONNECTION THAT ARE ERECTED BY GREEDY LANDOWNERS WHO WANT TO SQUEEZE AS MUCH PROFIT AS THEY CAN FROM STAGNATION.

WE'RE NOT A METRO ~~XXXXXX~~ AREA AND WE DON'T HAVE MANY OPTIONS TO GO OUT. DON'T LET TAB AND ASSOCIATES KILL THE ABILITY OF OUR COMMUNITY TO GROW & PROSPER.

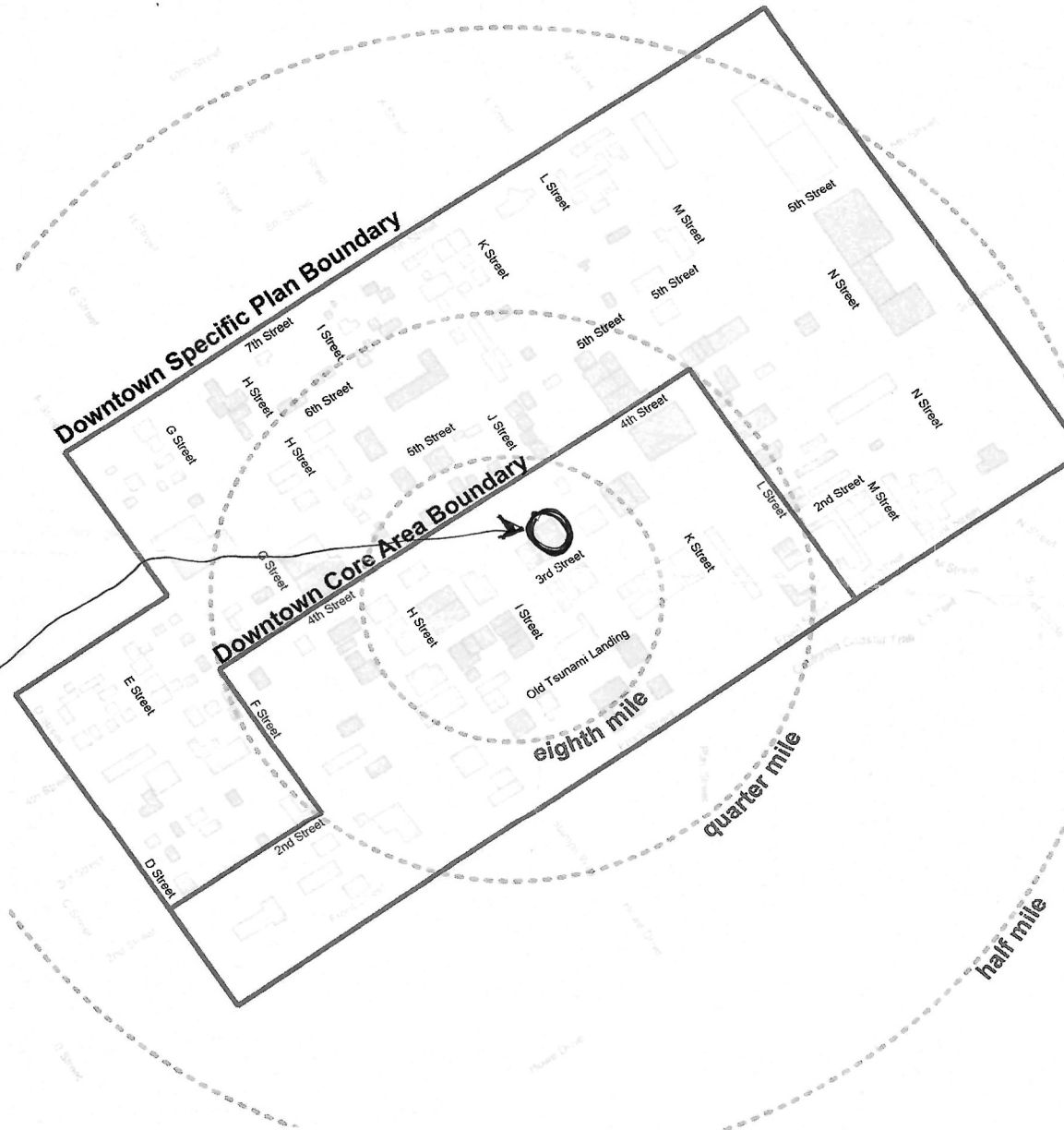
Thanks for your  
thoughts on the  
matter

*[Signature]*



# CRESCENT CITY

## DOWNTOWN SPECIFIC PLAN



0 250 500 750 1,000 ft

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## Don Arambula

- 3<sup>rd</sup> Street will be more inviting as a walkabout destination when the area has a full complement of retail stores.
- Copy Ferndale and paint all the old houses dating from the late 1800's between A & L and Front & 9<sup>th</sup> Streets.
- Musical instruments for playgrounds concept for Beachfront Park could be extended to 3<sup>rd</sup> Street.
- My question about how retail survives in the rainy season was aimed at the language we use to attract out of town investors.
- What is the true number of people who come to the county to visit the Redwoods? I hear figures ranging from 1.4M to 7M annually.
- We talked a lot about 3<sup>rd</sup> Street. Is there a way to make it a loop, including 2<sup>nd</sup> Street?
- Way outside my wheelhouse, but with the potential of tsunamis preventing some investors from committing, is a blanket insurance policy package negotiated by the City for businesses "in the Zone" a possibility?
- The Center