

## Summary of Key Issues and Review of Alternatives

### Chapter 9 Economic Development Element

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Key Topics, Issues and Policies	Plan Update Approach (Alternative B)	Existing Framework Plan (Alternative D)	Alternative A	Alternative C
<p><b>County Involvement in Economic Development</b>                      The County has finite resources and multiple priorities including providing essential public health, welfare and safety services. The County's ability to provide essential services and the prosperity of our communities is inextricably tied to the health of our economy.</p> <p>Should the County be actively involved in Economic Development? In what way?</p> <p><b>Key Policies:</b>                      P3, P9 (with IM2), P16 (with IM10) and P13 (with IM5)</p>	<p>Supports County taking a leadership role in maintaining a Comprehensive Economic Development Strategy (G3, IM1) and managing an array of economic programs directed at workforce, infrastructure, business and Brownfields development (P1, P2, P7, P8, P-11-16). Also supports permit streamlining, particularly, for small businesses (IM-4).</p>	<p>While the existing plan does not have an economic element, it contains economic policies calling for cooperation on economic development with other agencies (2330.1). It also supports land use policies that contribute to economic development (2330.2-2330.9).</p>	<p>Same as B.</p>	<p>Supports land use policies that contribute to economic development, including permit streamlining for all businesses (IM-4), but does not include active role for County government in economic development programs.</p>

Chapter 9 Economic Development Element				
Key Topics, Issues and Policies	Plan Update Approach (Alternative B)	Existing Framework Plan (Alternative D)	Alternative A	Alternative C
<p><b>Large Format Retail.</b> “Big Box” stores have captured a large fraction of the retail market in the United States. This market transformation is also occurring in Humboldt County, raising issues of neighborhood and economic impacts.</p> <p>Should the County require an analysis of the effects of big box stores on a case-by-case basis or allow them by-right in certain zones or prohibit them entirely?</p> <p><b>Key Policies:</b> P6 with S2 and IM7</p>	<p>Defines “big box” as retail stores in excess of 50,000 square feet (S2) and requires case-by-case analysis of impacts, including economic and workforce impacts, through a discretionary permit process (P6, IM-7).</p>	<p>Contains no policies for “big box” retail.</p>	<p>Prohibits “big box” retail in the unincorporated areas.</p>	<p>Allows “big box” retail with a ministerial permit in specified commercial zones after adoption of specific development standards.</p>

## Plan Alternatives Comparison Chart Chapter 9 Economic Development

Plan Alternative				Chapter 9 Economic Development	Staff Remarks/ Implementation	Position R, M, D
				<b>9.4 Goals</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G1. Stable Economy.</b> A diverse, stable, and growing local economy with an emphasis on base and emerging industries, innovation, entrepreneurship, and global competition.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G2. Natural Resource Assets.</b> <del>Protect the long term economic viability of</del> <u>Economically viable</u> agricultural, mineral resource, timber, and coastal dependent lands.	Modified for consistent tense.	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G3. Strategic Planning.</b> A comprehensive economic development strategy that guides forward progress on economic development goals and informs the public on emerging markets, innovations, and opportunities for entrepreneurship that benefit the region's economic prosperity.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-G4. Cooperation and Collaboration.</b> Productive partnerships with cities, neighboring		

Plan Alternative				Chapter 9 Economic Development	Staff Remarks/ Implementation	Position R,M,D
				counties, and the private sector that build and enhance common assets and resolve common obstacles.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-G5. Economic Development Assistance Programs.</b> Financial and technical assistance programs that support workers, businesses, service providers, and disadvantaged communities.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G6. Competitive Quality of Life.</b> Natural resources, recreational opportunities, and vibrant town centers that incorporate a mix of employment, housing, and retail uses as well as access to childcare, multi-modal transportation, and cultural and natural amenities.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G7. Skilled and Ready Workforce.</b> Proactive development of the workforce through early and higher education, vocational training, and lifelong learning, so that our residents are prepared to contribute to the industries in Humboldt County and our region.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G8. Regulatory and Permit Streamlining.</b> Permitting and licensing processes that respond to the needs and timelines of market conditions and remove unintended barriers to		


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				micro-enterprises and home-based businesses.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G9. Telecommunications.</b> Reliable and modern telecommunications infrastructure and services that can attract and retain internet and knowledge-based businesses.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G10. Public Water and Wastewater.</b> Adequate public water and wastewater facilities to accommodate workforce housing and provide opportunities for businesses to grow.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G11. Transportation Networks.</b> Transportation facilities and services that allow competitive connectivity for freight and people to metropolitan areas and worldwide markets.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-G12. Land Inventory.</b> A sufficient land inventory to meet the demand for commercial and industrial expansion and profitable natural resource production.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-G13. Brownfields.</b> A successful recycling program converting underutilized Brownfields		

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				into valuable land for housing and business expansion.		
				<b>COMMENTS:</b>		
			<b>D</b>	<b>2320.</b> To develop a stable and diverse economic base supporting long term local employment and supporting the free market system by designating and protecting adequate industrial and commercial sites		
				<b>9.4 Policies</b>		
<b>A</b>	<b>B</b>			<b>ED-P1. Financial Resources.</b> The County shall acquire state, federal, and private grants for workforce training, economic research, infrastructure, and local business development consistent with the County Economic Development Strategy.	Prog, IM1-2	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-P2. Job Growth and Workforce.</b> Collaborate with economic development entities in the region to promote job growth, technological innovations, and entrepreneurship in base and emerging industries. Work with the education and private sectors to promote education, vocational training, professional development, and lifelong learning in the workforce.	Prog, IM2	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-P3. Workforce Housing.</b> Develop housing at a price commensurate with income levels as reflected in the County Regional Housing Needs Assessment, and a transportation system to provide efficient connectivity between housing and places of employment to minimize	Leg	

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				commute travel times and distances.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-P4. Childcare.</b> Promote the provision of childcare facilities within business, commercial and industrial centers, and housing developments. Streamline the permitting requirements for new childcare facilities. Foster private/public partnerships with childcare service and information providers.	Prog, Leg, S1, IM6	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-P5. Aging Population.</b> Respond to the increasing transportation, service, and housing needs of the county's aging population.	Leg	
				<b>COMMENTS:</b>		
	<b>B</b>			<b>ED-P6. Large Format Retail.</b> Require <u>discretionary</u> review, <u>including analysis</u> of the economic and workforce impacts, of large format "big box" commercial uses.	Staff recommended additions for clarity. QJ, S2, IM7	
				<b>COMMENTS:</b>		
<b>A</b>				<b>ED-P6. Large Format Retail.</b> Large format "big box" commercial uses shall not be located in the unincorporated area.	Prohibits "big boxes" in the unincorporated	

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					area.	
				<b>COMMENTS:</b>		
		<b>C</b>		<b>ED-P6. Large Format Retail.</b> Large format "big box" commercial uses, meeting established development standards, can be ministerially approved in designated commercial zones.	Would allow ministerial approval if consistent with adopted development standards.	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-P7. Broadband Internet.</b> Support broadband improvements necessary to maintain the County's business competitiveness and serve remote communities.	Leg	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-P8. Public Infrastructure.</b> Assist local service providers in the pursuit of state and federal funding and development of land use assessment and fee programs to upgrade and enhance water and wastewater facilities.	Prog, Iss, Leg	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-P9. Freight Mobility.</b> Pursue financial and technical solutions to provide unrestricted interstate truck access on both U.S. 101 and State Highway 299.	Prog, IM2	

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				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-P10. Rail.</b> Support protection for the NCRA right-of-way and assets to preserve the ability to re-open the line in response to a demand for rail service.	Iss	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-P11. Port Development.</b> Support efforts to maintain and develop the port for the fishing industry, marine dependent coastal industries, mariculture and recreation. Zone and develop infrastructure to create an adequate supply of ready-to-build coastal dependent land suitable to compete for marine dependent industries.	Iss, Leg	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>	<b>C</b>		<b>ED-P12. Airport Expansion.</b> Support expansion of the airport to include service to multiple major airport hubs and expanded flight schedules.	Iss, Leg, Prog, IM2	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-P13. Prime Employment Land Protection.</b> Identify and protect prime employment lands from conversion and encroachment of conflicting uses.	Prog, IM5	
				<b>COMMENTS:</b>		
	<b>B</b>			<b>ED-P14. Industrial Parks.</b> Promote development of well-planned and designed industrial	Iss, Prog, IM2,	

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				parks catering to existing local, as well as outside, opportunities, where appropriate. Encourage master environmental assessments for industrial parks in order to streamline the subsequent development process.	IM4	
				<b>COMMENTS:</b>		
			<b>D</b>	<b>2330.7.</b> Where appropriate, promote development of well planned and designed industrial parks catering to existing local, as well as outside opportunities. Encourage master environmental assessments for industrial parks in order to streamline the subsequent development process.		
<b>A</b>	<b>B</b>			<b>ED-P15. Revitalization.</b> Promote the revitalization of communities in transition due to the decline of resource-based industries.	Prog, Leg, S3, IM3	
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-P16. Brownfields.</b> Pursue and distribute funding and technical assistance to assess, clean up, and reuse Brownfield's. Streamline regulatory review for proposed development in commercial and industrial zoned Brownfields.	Prog, IM1, IM4, IM10 	
				<b>COMMENTS:</b>		
			<b>D</b>	<b>2330.1.</b> Promote economic development by coordination of efforts with both local economic development organizations and members of the private sector.		
			<b>D</b>	<b>2330.2.</b> Encourage a diverse range of commercial and industrial development consistent with community goals and the level of services provided in each of the cities and		

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				communities.		
			D	<b>2330.3.</b> Continue to provide for, through General Plan amendments and zoning revisions as needed, an adequate supply of commercial and industrial land to maximize opportunities for development.		
			D	<b>2330.4.</b> Prevent the loss of designated industrial lands to other uses requiring permanent facilities.		
			D	<b>2330.5.</b> Ensure that industrial or commercial development which requires provision for public water, sewage disposal, roads and other needed utilities and services is placed in a suitable urbanized area.		
			D	<b>2330.6.</b> Allow Resource Dependent Industrial uses outside of urban areas when such uses are: <ul style="list-style-type: none"> <li>• dependent upon close proximity to resource production lands, and</li> <li>• not dependent on urban services.</li> </ul>		
			D	<b>2330.8.</b> Locate commercial development in appropriate community centers that will assist and supplement existing commercial activity.		
			D	<b>2330.9.</b> Discourage strip commercial development, where appropriate.		
			D	<b>2330.10.</b> Encourage the economic opportunities for production facilities that efficiently utilize all products and by-products of forestry, fishery, or agricultural uses.		
			D	<b>2330.11.</b> Maximize local energy opportunities from the renewable resources found in the		

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				County.		
			<b>D</b>	<b>2330.12.</b> Encourage innovative methods for pollution reduction and waste product disposal and utilization.		
				<b>9.5 Standards</b>		
	<b>B</b>			<b>ED-S1. Childcare.</b> The County shall consider childcare facilities within commercial and industrial zones as a principally permitted accessory use when supporting that business or industrial use. Maintain a tiered permitting system ranging from principally permitted to conditionally permitted, according to size and location when in commercial or industrial zones but not directly supporting the business or industrial use and within residential zones.		
				<b>COMMENTS:</b>		
	<b>B</b>			<b>ED-S2. Large Format Retail.</b> The County shall require discretionary review of <del>large format</del> "big box" commercial retail uses with a total building floor area; including multiple buildings, outdoor sale areas and storage, in excess of 50,000 square feet.	Re-worded to add definition of "big box" and eliminate redundancy with ED-P6.	
				<b>COMMENTS:</b>		
	<b>B</b>			<b>ED-S3. Disadvantaged Communities.</b> Communities shall be considered disadvantaged based on one or more of the following factors: disproportionately lower median incomes, higher unemployment rates, deteriorated housing conditions, or high commercial and industrial land vacancy rates.		

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				<b>COMMENTS:</b>		
				<b>9.6 Implementation Measures</b>		
<b>A</b>	<b>B</b>			<b>ED-IM1. Economic Development Strategy.</b> Maintain the County's Comprehensive Economic Development Strategy in collaboration with local jurisdictions, businesses, economic development organizations and the public. Conduct and disseminate economic research relating to emerging markets, innovations, and opportunities in which the region may have competitive advantages.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-IM2. Economic Development Programs.</b> Operate economic development programs that promote and seek funding for workforce development and housing and provide technical and financial assistance, including delivering capital, technical expertise, and training to businesses starting up and expanding.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-IM3. Disadvantaged Community Assistance Programs.</b> Operate economic development programs that promote and seek funding for development assistance to disadvantaged communities.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-IM4. Permit Streamlining for Business Growth.</b> Update ordinances and permit processes		

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				to increase efficiency and reduce permit-processing times for strategic targets such as, micro-enterprises, home-based businesses, and workforce housing. Increase the type and scale of principally permitted land use activities associated with micro-enterprises, home-based businesses, and expansion and re-location of small businesses. Provide regulatory incentives for base and emerging industries proposing to expand their business operations and workforce.		
				<b>COMMENTS:</b>		
		<b>C</b>		<b>ED-IM4. Permit Streamlining for Business Growth.</b> Update ordinances and permit processes to increase efficiency and reduce permit-processing times.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-IM5. Commercial and Industrial Sites.</b> Maintain and update the commercial and industrial sites database, including identification of prime employment sites, on a two-year cycle and provide online maps of vacant industrial and commercial properties using the County's Geographic Information System.		
				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-IM6. Childcare.</b> Modify land use ordinances to reduce permitting requirements for childcare facilities and support development of funding sources.		
				<b>COMMENTS:</b>		

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	B			<b>ED-IM7. Large Format Retail.</b> Develop guidelines for conducting economic and workforce impact analysis for "big box" commercial uses.		
				<b>COMMENTS:</b>		
A				<b>ED-IM7. Large Format Retail.</b> Revise the Zoning Code to prohibit Large format "big box" commercial uses from locating in the unincorporated area.		
				<b>COMMENTS:</b>		
		C		<b>ED-IM7. Large Format Retail.</b> Adopt development standards for ministerial review of large format "big box" retail.		
				<b>COMMENTS:</b>		
A	B	C		<b>ED-IM8. Transportation and Infrastructure.</b> Operate economic development programs that promote and seek funding for transportation and infrastructure development critical to economic growth, including telecommunications, regional highway improvements, port development, airport expansion, and water and wastewater systems.		
				<b>COMMENTS:</b>		
A	B	C		<b>ED-IM9. Foreign Trade Zone and Enterprise Zone.</b> Support promotion of benefits and usage of special economic development zones to the business community.		

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				<b>COMMENTS:</b>		
<b>A</b>	<b>B</b>			<b>ED-IM10. Brownfields.</b> Develop zoning standards to provide increased flexibility for interim land uses and continuation of legal non-conforming uses to encourage cleanup and reuse of underutilized commercial and industrial zoned Brownfields.		
				<b>COMMENTS:</b>		