



The Housing for All and Downtown Vitality Initiative will:

- **Preserve the economic vitality and vibrancy of Eureka's historic downtown** by maintaining the infrastructure and parking essential for our downtown's restaurants, shops, and small businesses to survive.
- **Triple the amount of homes Eureka can provide for families** who struggle to find affordable places to live, thereby helping address our housing and homelessness crisis.
- **Revitalize the vacant former Jacobs Middle School** to make safe, environmentally friendly, family neighborhoods possible with the housing our city so desperately needs.
- **Reject the city's risky Downtown Plan.** The city's plan is **only for low-income housing** all concentrated in one area. Our Initiative encourages family-friendly, affordable housing downtown, enhancing our city's economic vitality and creating new housing and commercial growth opportunities.
- **Exceed the state's Regional Housing Needs Allocation (RHNA)** while not only providing more housing than the City's short-sighted, risky plan but also protecting downtown businesses and the overall community.

Housing

- ✓ The initiative helps the city meet State-required housing requirements by providing property for housing.
- ✓ The initiative will increase the number of homes our working and middle-income families desperately need.
- ✓ The Housing for All initiative provides two overlay designations to the City's 2040 General Plan that 1) creates new commercial, mixed-use, and housing development for all income levels at the abandoned Jacobs Middle School site, and 2) supports affordable housing development on 21 City-owned off-street parking lots in the downtown area if the existing parking spots are retained.

Downtown Vitality

- ✓ The Eureka Housing for All and Downtown Vitality measure would ensure that essential off-street parking would remain available for visitors, customers, downtown businesses, and their employees have a place to park and helps ensure that our downtown shops, restaurants, and visitor attractions get the foot traffic they need to keep their doors open.
- ✓ The initiative improves the city's plan to provide housing downtown by requiring developers to preserve existing parking (over 600 needed spots) and make living downtown more attractive for families while protecting downtown businesses.

- ✓ The initiative creates a new Off-Street Public Parking Overlay Designation to ensure that the specific, existing City-owned off-street public parking lots remain available to provide convenient, safe access to downtown businesses, shops, restaurants, critical services, and jobs.

Revitalize the vacant Jacobs Property

- ✓ Specifically, the measure creates a new overlay designation within the Housing Element of the City's General Plan that would apply to the vacant property at the former Jacobs Middle School.
- ✓ The former Jacobs Middle School site has sat unused and vacant for years but has the potential for a new, safe, environmentally friendly, family neighborhood.
- ✓ The site is within safe walking distance of public transportation, schools, grocery stores, medical services, and shopping malls. It offers the opportunity to develop community housing with open spaces for children to play safely, and new homes built here would not be heavily reliant on cars.
- ✓ Development of much-needed housing at the Jacobs site will increase property values and create safer neighborhoods by providing stable housing for working- and middle-income families.
- ✓ The potential future benefits the Jacobs site would provide the City are significant, but only if it is developed as the initiative allows.

Comparison with the City's Damaging Plan

- ✓ The city's plan is so harmful to our downtown small shops and restaurants that more than 40 local businesses are suing the city over their plan. If the City succeeds in eliminating more than 600 spots on downtown lots, small businesspeople know they will lose customers and sales and their businesses will be threatened.
- ✓ The city's politicians and bureaucrats are relying on a flawed, inaccurate study to make a significant change in downtown that would harm Eureka's historic downtown for generations: concentrating 300 low- and very low-income housing units downtown and removing the vital infrastructure and parking businesses need to attract visitors and keep their doors open.

www.EurekaHousingForAll2024.org