

RESOLUTION NO. 2023-xx

**A RESOLUTION OF THE DESIGN REVIEW COMMITTEE OF THE CITY OF EUREKA
APPROVING A MASTER SIGN PERMIT (SGNM-23-1) AT 4320 BROADWAY (APN 019-261-003)**

WHEREAS, the applicant, Geoff Wills, has requested approval of a Master Sign Permit to allow the use of six existing nonconforming signs (five wall signs and one pole sign), one new nonconforming wall sign, and one existing projecting blade sign which conforms to the current sign standards, for a total of eight signs, at the Eureka Chrysler Dodge Jeep Ram FIAT dealership at 4320 Broadway, APN: 019-261-003; and

WHEREAS, the project site in the Coastal Zone, has a General Service Commercial (GSC) land use designation, and is in the Service Commercial zoning district; and

WHEREAS, pursuant to Eureka Municipal Code (EMC) §10-5.1707.1(b), a Master Sign Permit is a discretionary permit reviewed by the Design Review Committee to allow for comprehensive and coordinated signs on large, complex, non-residential multi-tenant sites and to allow some deviation from sign standards as outlined in 10-5.1707.3; and

WHEREAS, per EMC §10-5.1707.3, the Design Review Committee reviews and takes action on Master Sign Permit applications, which include a Master Sign Program that identifies the placement, size, materials, type, and general design of signs located on a site, including both existing and proposed signs, and the Master Sign Program allows for a variety in the design of individual signs, transfer of maximum sign areas between tenant frontages, and deviations from the type and total number of signs permitted per site; and

WHEREAS, the Design Review Committee of the City of Eureka did hold a duly noticed public hearing at City Hall in the City of Eureka on January 10, at 9:00 a.m. via Zoom and in person in the Council Chamber, to consider the application; and

WHEREAS, the Design Review Committee of the City of Eureka has reviewed the subject application in accordance with EMC §10-5.1707.3, and after due consideration of all testimony, evidence, and reports offered at the public hearing, does hereby find and determine the following facts:

1. Allowed signs are consistent with the General Plan, Zoning Code, and no specific plan or area plan has been adopted by the City Council in this portion of the City.
2. The proposed Master Sign Program features a unified and coordinated approach to the materials, size, type, placement, and general design of the eight signs proposed for the property.
3. The deviations from sign standards in EMC §10-5.1708 (Sign standards) to allow up to six walls signs on the eastern building frontage (when two are allowed), and to allow the existing pole sign to exceed height and sign area standards, are necessary to accommodate

the unique signage needs of the large automobile dealership site located on Broadway, which serves as Highway 101.

4. Except for the three deviations, the allowed signs, as conditioned, comply with all applicable Sign standards.
5. The allowed signs will not adversely impact the public health, safety, or general welfare.
6. The allowed sign sizes are proportionate to the building and site where they are located.
7. The number, placement, design, and material of the allowed signs are compatible with the architectural design of buildings on the site.
8. The Design Review process is a discretionary action subject to environmental review in accordance with the California Environmental Quality Act (CEQA) and the project is categorically exempt from the provisions of CEQA per §15301, Existing Facilities, Class I of the CEQA Guidelines because there is no proposed expansion to the existing building or use of the property.
9. The proposed project involves development in the Coastal Zone; however, the signs are exempt from the need for a Coastal Development Permit pursuant to EMC §10-5.29303(b) because all of the signs are attached to the building wall and/or existing and do not require any ground disturbance.

WHEREAS, in the opinion of the Design Review Committee of the City of Eureka, the proposed application should be approved subject to the following conditions:

- a. **Effect of Master Sign Program.** The table below specifies the unique standards for the Master Sign Program at 4320 Broadway. Any proposed modifications to existing signs or new signs must be consistent with the standards above as well as any sign standards in EMC Article 17 not included in the allowed deviations, and may be allowed with an Administrative Sign Permit. Any proposed sign changes inconsistent with the Master Sign Program will require an amendment to the Program, to the satisfaction of Development Services – Planning.

Master Sign Program Standards for 4320 Broadway (Eureka Dealership)	
Max. areas for wall and pole signs	Modifications to the pole sign shall not exceed the current sign area of 158.5 sf, and modifications to the wall signs on the eastern frontage shall not exceed the total maximum allowed wall sign area of 210 sf.
Max. height of pole sign	35 ft.
Max. number of signs on eastern building frontage	Up to seven signs are allowed on the eastern frontage, including one dealership name sign and six automobile manufacturer brand signs.
Max. number of	The entire site is allowed a total of three different sign types (e.g.

sign types	wall sign, blade sign, and roof sign) at any time.
Required design features	The design of any new/modified building signs must exhibit a similar character to each other (e.g. all illuminated channel letters or all wall-painted, etc.) to the satisfaction of Development Services - Planning.
General location of signs	Any new signs on the eastern frontage must be in the same general location as the existing signs.
CDP Requirements	Any new pole sign which removes and replaces the existing pole sign may require a Coastal Development Permit (CDP).

- b. **Building Permit.** The applicant must obtain all required Building and Fire permits for the new 'Eureka" wall sign, and any new signs in the future under this Master Sign Program, to the satisfaction of City of Eureka Public Works, Development Services – Building and – Planning, and Humboldt Bay Fire Departments.

NOW THEREFORE, BE IT RESOLVED the Design Review Committee of the City of Eureka does hereby approve with conditions the application, subject to the conditions listed above.

PASSED, APPROVED AND ADOPTED by the Design Review Committee of the City of Eureka in the County of Humboldt, State of California, on the 10th day of January, 2024, by the following vote:

AYES: COMMITTEE MEMBER
 NOES: COMMITTEE MEMBER
 ABSENT: COMMITTEE MEMBER
 ABSTAIN: COMMITTEE MEMBER

 Kassidy Banducci, Chair,
 Design Review Committee

Attest:

 Caitlin Castellano, Executive Secretary