

MEMO

DATE: 4/4/2024

TO: Design Review Committee

THRU: Caitlin Castellano, Senior Planner, Executive Secretary of the Design Review Committee

FROM: Swan Asbury, Economic Development Manager, City of Eureka

SUBJECT: Appoint Subcommittee for Herrick Avenue Gateway Sign Design Recommendations

Caltrans, in conjunction with the City of Eureka, is proposing to install a gateway monument sign reading "Welcome to Eureka" and plant wildflowers within the southeast Herrick Avenue gore area (i.e. the space between a through roadway and an exit ramp) between Highway 101 and the Herrick Avenue exit ramp. The proposed project is intended to complement the recently completed Herrick Overpass Murals project and further beautify the infrastructure and provide a sense of place while entering the City of Eureka from the south.

Staff is requesting a subcommittee be formed to meet with the Caltrans designer to provide input. Attachment 1 includes preliminary design plans.

Recommendation:

Design Review Committee Chair appoint a two-member subcommittee to provide recommendations for the design of Herrick Avenue welcome sign.

Attachment 1: Preliminary design plans