

RESOLUTION NO. 2024-XX

A RESOLUTION OF THE DESIGN REVIEW COMMITTEE OF THE CITY OF EUREKA APPROVING A MASTER SIGN PERMIT FOR THE NORTH COAST CO-OP AT 25 4TH STREET (APNs 001-064-012 AND 001-064-013)

WHEREAS, the applicant, Eric Ernst, has requested approval of a Master Sign Permit for the North Coast Co-op at 25 4th Street (APN's 001-064-012 and 001-064-013) to allow for the continued use of ten existing wall signs (eight are painted directly on the wall and two are mounted), and three new mounted wall signs (to replace three existing wall mounted signs) all on the eastern building frontage facing B Street, because the 13 total wall signs exceed the allowed two wall sign per tenant frontage maximum by 11, and they also exceed the allowed 32-square-foot (sf) total wall sign area per tenant frontage by 550.7 sf; and

WHEREAS, pursuant to Eureka Municipal Code (EMC) §155.340.060.C., a Master Sign Permit provides a coordinated approach to signage for sites greater than one acre through analysis of a Master Sign Program and the project site is 1.32 acres in size and therefore qualifies; and

WHEREAS, because the application was received prior to the most recent zoning code update (Ordinance No. 951-C.S, effective November 17, 2023), the application may request a deviation from the maximum sign area, in addition to the number of signs per tenant frontage as previously allowed by Ordinance No. 938-C.S.; and

WHEREAS, pursuant to EMC §155.340.060.C.3., the Design Review Committee reviews and acts on Master Sign Permits at a noticed public hearing; and

WHEREAS, in order to approve a Master Sign Permit, the Design Review Committee must make all seven findings (a through g) listed under EMC §155.340.060.C.8.; and

WHEREAS, a Master Sign Permit approval is a discretionary action subject to environmental review in accordance with the California Environmental Quality Act (CEQA); 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 February 14, 2024, 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 §155.340.060.C. (Master Sign Permit), and after due consideration of all testimony, evidence, and reports offered at the public hearing, does hereby find and determine the following facts:

- a. The allowed signs are consistent with the General Plan and Zoning Code adopted by the City Council because they are appropriately sized for motorists and pedestrians, consistent with the intentions of the Downtown Commercial and Downtown West land

use and zoning designations to promote a pedestrian environment, while still providing a transition zone between Broadway, the City's primary commercial corridor, and Downtown.

- b. As conditioned, the Master Sign Program features a unified and coordinated approach to the materials, size, type, placement, and general design of signs proposed for a project or property because six of the eight painted wall signs share the same height, color, and font, and all of the signs on the store's eastern frontage are evenly spaced and complement one another.
- c. The two deviations from City sign standards – exceeding the maximum amount of wall signs per frontage by 11, and exceeding the total permitted square footage of wall signs per frontage by 550.7-sf – are necessary to accommodate the unique signage needs of the site because it is a large grocery store with a tall exterior building frontage perpendicular to 4th Street (Highway 101).
- d. Except for the two deviations, the allowed signs comply with all applicable City sign standards.
- e. The allowed signs will not adversely impact the public health, safety, or general welfare because the signs are not cluttered, distracting, illegible, or made of non-durable materials that could pose a risk to motorists and pedestrians, consistent with the intention of City sign standards to promote the free flow of traffic and protect passersby from injury.
- f. The allowed sign sizes are proportionate to the building and site where they are located because although the number and size of the wall signs on that frontage significantly exceed sign standards, these are appropriate with the height, scale and massing of the existing building, in order to be easily seen by pedestrians on the 3rd, 4th and B Street sidewalks as well as by motorists traveling 4th Street.
- g. As conditioned, the number, placement, design, and material of the allowed signs are compatible with the architectural design of buildings on the site because they complement the building's color scheme and use as a natural food and holistic grocery store. The signs are also placed evenly across the eastern frontage and complement each other in material and design.
- h. The project is categorically exempt from the provisions of CEQA per §15311, Accessory Structures, Class 11 of the CEQA Guidelines, which consists of construction or replacement of minor structures accessory to existing commercial, industrial, or institutional facilities, including on-premise signs. Because on-premise signs count as an exempted accessory structure, the proposed project qualifies for a Class 11 CEQA exemption.

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:

1. Effect of Master Sign Program. The table below specifies the unique standards for the Master Sign Program at 25 4th Street. Any proposed modifications to existing signs or new signs must be consistent with the standards below as well as any sign standards in EMC §155.340 (Signs) 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 25 4 th Street (North Coast Co-Op)	
Max. area for wall signs	Modifications to the wall signs shall not exceed a total sign area of 582.7 sf (as currently proposed), and mounted wall signs may not exceed 381 sf (as currently proposed).
Max. number and type of wall signs on eastern building frontage	Up to thirteen wall signs are allowed, of which only five may be mounted signs, and the remaining signs must be painted directly on the wall.
Required design features	No more three wall signs may depict "Co-op", and all mounted signs must exhibit a similar character to each other, to the satisfaction of Development Services - Planning.
General location of signs	Any new signs on the eastern frontage must display a degree of visual symmetry across the eastern façade as currently proposed, to the satisfaction of Development Services - Planning.
Any proposed modifications to existing signs or new signs must be consistent with the standards above as well as any sign standards in EMC §155.340 (Signs) not included in the allowed deviations. Any proposed sign changes inconsistent with the Master Sign Program will require an amendment to the Program, to the satisfaction of Development Services – Planning.	

2. Building Permit. The applicant must obtain all required Building and Fire permits for the new wall signs, 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.
3. Encroachment into Caltrans Right-of-Way. The applicant shall obtain an Encroachment Permit from Caltrans and/or the City of Eureka as needed prior to any work within, or from, the Caltrans right-of-way on 5th Street (Highway 101) or the City right-of-way on 3rd or B Streets; and, if any changes to the design of the signs are required by Caltrans as a result of an encroachment permit, the changes must be reported to Development Services – Planning who will determine whether an amendment to the Master Sign Permit is required.

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

PASSED, APPROVED AND ADOPTED by the Design Review of the City of Eureka in the County of Humboldt, State of California, on the 14th day of February, 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