

Historic Preservation & Coastal Design Review

236 G Street
Eureka, CA 95501

APN: 001091006

Historically Russ Meat Market, Globe Imports



Conceptual Compatibility 236 G Street

The proposed construction at 3rd & G is conceptually and aesthetically compatible with the surrounding buildings found on Third St, G Street and the neighboring buildings in Old Town while bringing a refreshingly modern and updated presence to our historic district.

Surrounding Buildings

Carson Building (227 F St.)

This Queen Anne style building is a prominent structure in Old Town and commands attention with the strong brick red color it boasts on its exterior.

Joesph Russ Building (527-31 Third St.)

Neighboring this structure we have another historic building. It incorporates Queen Anne style into a commercial building. Characteristic Victorian details like the stained-glass window accents give a decorative flair to the more subdued exterior sage green color with lighter beige accents.

Buhne Building

(211-207 G Street / 600 2nd St.)

On G street, the Buhne Building incorporates much of the same color palette and Victorian architecture present in other parts of the neighborhood.

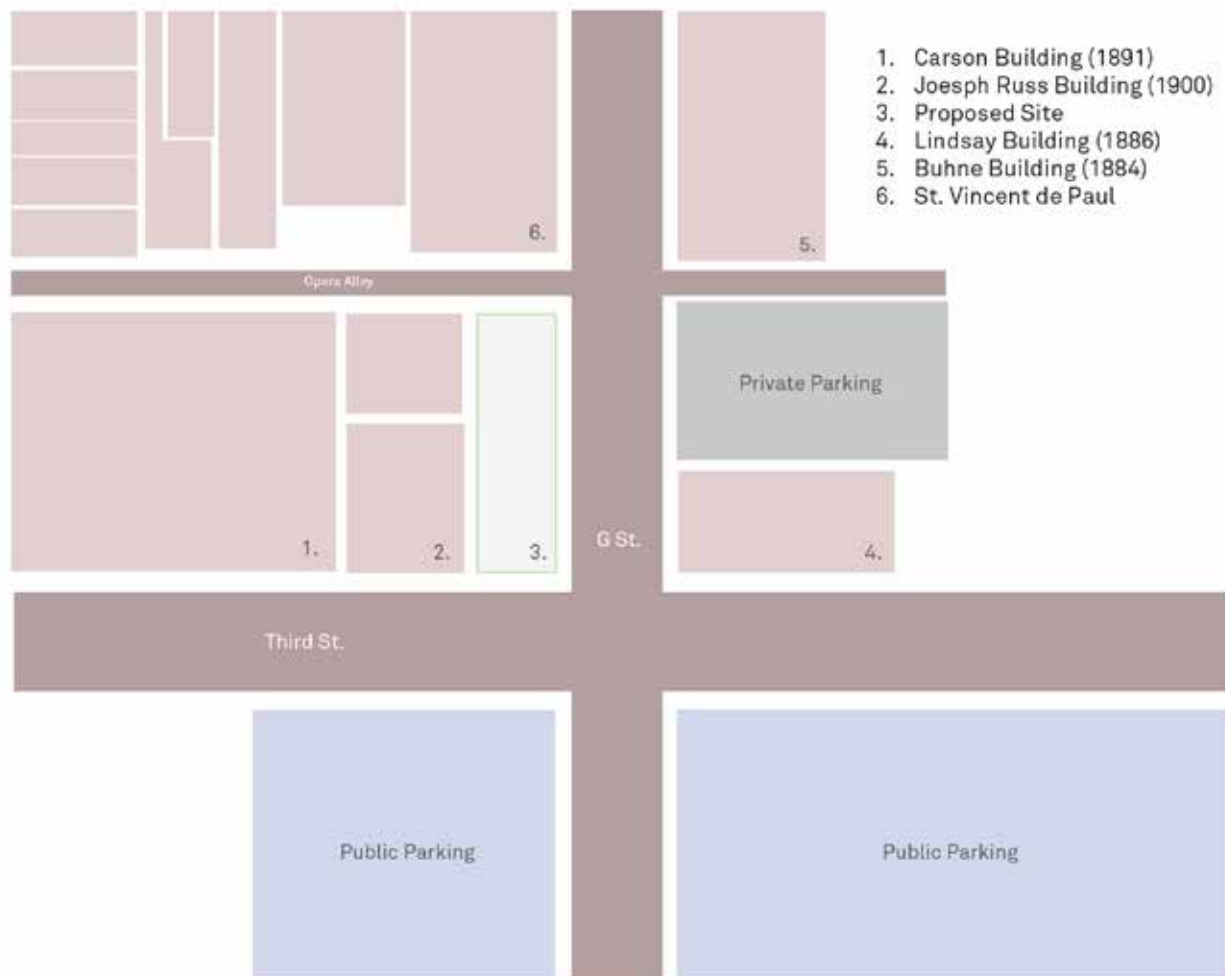


Exhibit A - Surrounding Buildings

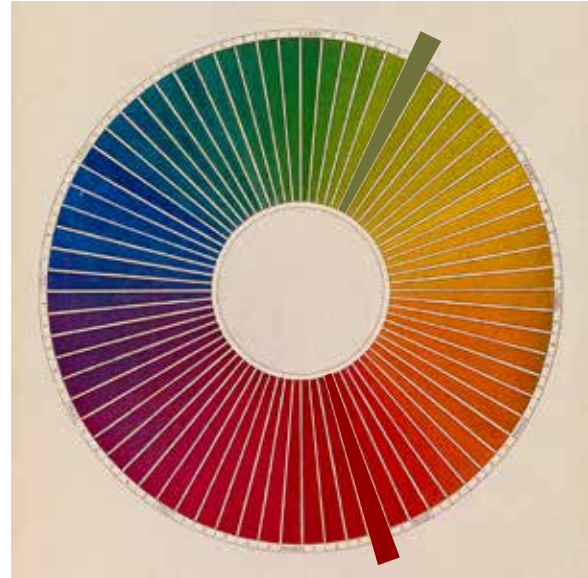
Conceptual Compatibility
236 G Street

The Italianate architecture is broken up into two color palettes, one cream / eggshell white with sage accents on the upper stories, the lower floor is sage green with brick red accents echoing the neighboring buildings.

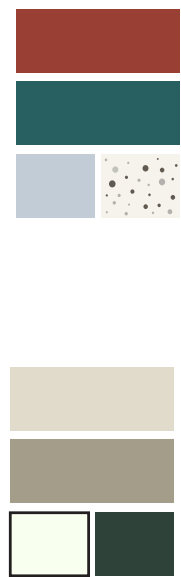
St. Vincent de Paul Building (212 G St.)
Across the street from the Buhne Building, and directly across Opera Alley from the new construction, the St. Vincent de Paul building also echoes the Carson Building's strong rich red. This building also incorporates lustrous gold colors into their signage accents to create a refined and commanding presence.

Lindsay Building (613 3rd St.)
Commercial Architecture building across the street from the proposed site is a stucco exterior, painted all white.

Exterior Finishes & Color Palette
Considering the color palettes in this neighborhood, the new building design incorporates a darker sage color into the



details of the building. This is to balance and complement the commanding color of the Carson Building but in a way that matches its presence without trying to overpower or dominate. (See Exhibit B) This green would be similar in value and complimentary in nature to the strong brick red color. Siding accents will incorporate an off-white color much like the adjacent building (531 Third St. –



Carson Building | 227 F Street & Joseph Russ Building | 527-31 Third Street and corresponding building color palettes.

Joseph Russ Building). Modern Mill siding details to break up the use of paint and add more architectural elements and a warm tone into the overall color palette. (See Exhibit B).

1. Modern Mill is a treeless shiplap made from upcycled rice hulls in a zero waste manufacturing facility in the U.S.A. It is tree-free, and free of phenol, formaldehyde and adhesives.
2. Fiber cement cladding will be used to create an attractive exterior that is suitable for Humboldt weather patterns. Different cladding finishes will be used to break up the building's visual plane and create more visual intrigue. The brick texture mimics the appearance of a masonry building and nod to architectural elements from other historical structures in the neighborhood.
3. Hardie V-Groove will be used for the siding and Hardie trim for the lower floors, these materials are chosen for its durability and quality. Anti-graffiti coatings will be applied to keep lower floors free of tagging.
4. Bronze detailing for the windows and doors will be matched to the balcony railings and other metal finishes.
5. Gunmetal Black finish will be used for upper stories' balconies to tie in darker visual elements from the first floor.

Architectural Elements

There are several features incorporated into the proposed design which echo back to the Victorian-era heritage we have preserved so well in Old Town while bringing Eureka a modern and sophisticated look. In the proposed



Exhibit B - Materials for 236 G Street. 1. Modern Mill woodless shiplap siding, 2. v Cement Board 3. Hardie V-Groove Trim 4. Bronze Detail 5. Gunmetal Black detail.

building the design incorporates exterior cornice molding which mirrors the Italianate architecture in the adjacent Buhne building. The building itself is tall and in a relatively skinny lot, also echoing the tall, more narrow structures indicative of the Victorian era. While the proportions of the new building tend to skew vertically, overall, the design is still balanced and beautiful. The building's height is broken up into three visual elevations so the new structure is not an imposing block, but rather an inviting and dynamic struc-

Conceptual Compatibility
236 G Street

ture which will serve many uses for our local community.

Balconies and Terraces: Both outdoor and indoor spaces are available to new residents. Juliet balconies and discreet patios will add new qualities to this Old Town neighborhood.



Conclusion

It is our distinct pleasure and privilege to be able to rebuild this historic parcel in Old Town Eureka. We hope to bring more culture and heritage to this site with future generations of Humboldt entrepreneurs and residents. As Eureka continues to grow into the future, we hope to always incorporate important historical and cultural elements into structures as well as practical additions which will serve residents' needs well into the future. In doing so we can ensure our historic districts are well maintained, rooted in our history while looking to the needs of tomorrow.

Photo Caption: Cornice detail incorporate timeless architecture found in many of the surrounding Victorian buildings in a new, modern way.



The site at 236 G Street on the corner of 3rd and G in Eureka has hosted a multitude of businesses including one of the largest meat and produce markets in the county when it was first constructed in 1880. For an extensive summary of the building’s history, please see the attached document Exhibit D. The site is currently vacant and has been vacant since 2006.

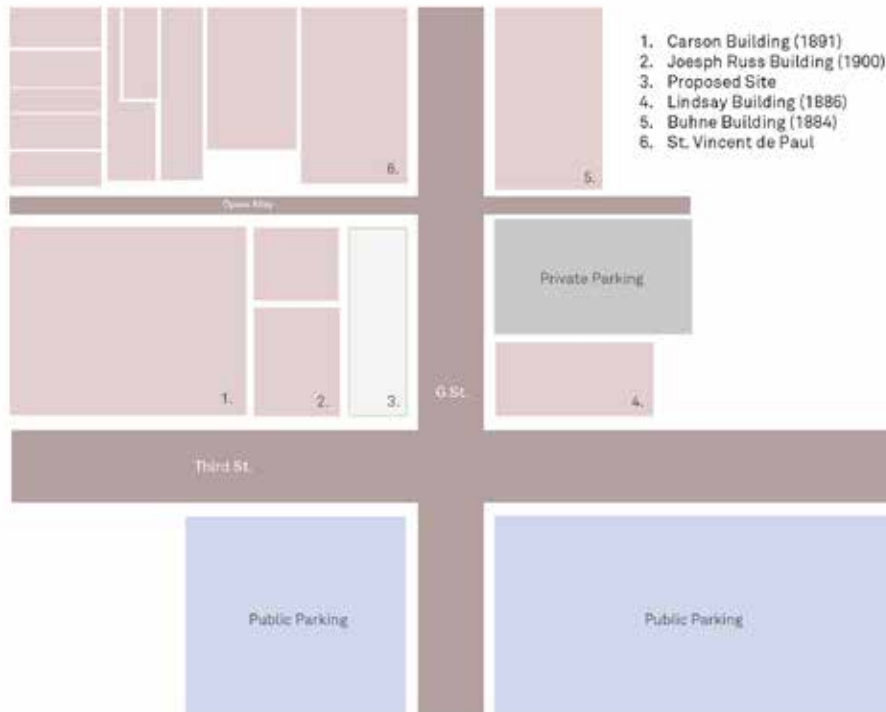
Adjacent Area & Buildings:

The site sits on the same city block as the Carson Building, across the street from the historic Buhne Building, and is in close proximity to three city owned parking lots (one across the street at the former site of the original City Hall building, two more diagonal across the street where the proposed transit center will be stationed).

The neighborhood hosts some of the most handsome Italianate Victorian architecture (Buhne Building) in the city. To nod to this neighborhood character, the design for our proposed building incorporates ornate sconce designs to complement the aspects found in the surrounding buildings while remaining modern in the overall architectural design.



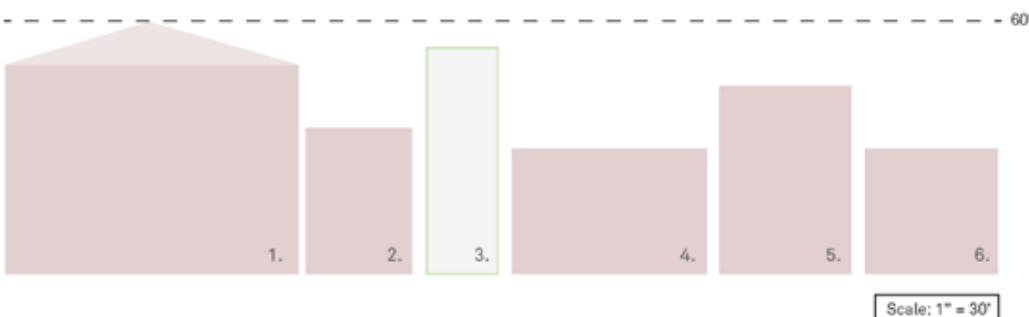
Photo Caption: View of current lot use and south side of the St. Vincent de Paul building.



- 1. Carson Building (1891)
- 2. Joesph Russ Building (1900)
- 3. Proposed Site
- 4. Lindsay Building (1886)
- 5. Buhne Building (1884)
- 6. St. Vincent de Paul

There are three (3) city block square parking lots directly across the street to the project site, with numerous off-street parking sites available as well. The Eureka Transit Center is located one block up from the site with five (5) bus stops within a two (2) block radius of the building site. The Eureka Waterfront Trail is conveniently situated two (2) blocks from the site offering centrally located bikeable and walkable housing for future Old Town residents.

- 1. Carson Building - 60 ft.
- 2. Joesph Russ Building - 35 ft.
- 3. Proposed Site - 54 ft.
- 4. Lindsay Building - 30 ft.
- 5. Buhne Building 45 ft.
- 6. St. Vincent de Paul - 30 ft.



Land Use:

The lot is currently empty.

Topography: The lot currently is old concrete and foundation from the previous building.

Soil Stability: According to a report from 2008 (updated in 2023) the soil is defined as Site Class D and remains unchanged. (See Exhibit E, Soils Report). The soil stability is that of much of downtown Eureka and consists of medium dense to very dense, slightly silty to clayey sands to the maximum depth explored (36.5 feet).

Plants & Animals: There are currently no plants on the site. There are some city magnolia trees along the perimeter of the property in city-maintained planter areas in the sidewalk. There are no animals in this area to our knowledge.

Cultural, Historical, Scenic Aspects:

When it first opened in 1880, Russ Hall was primarily used for political gatherings and ladies church groups, however it soon hosted live music, grand balls, and was a cultural center for the Eureka community. It was also the center for Z. Russ & Sons, the business conglomerate of the Russ family, a prominent family in Humboldt. The Humboldt Club (formerly at 236 G Street) was considered a forerunner to the Ingomar Club. The building also hosted the Eagles and Seventy-Five clubs as well as Burgin's Barn Dance Hall before being used as a business college and boxing gym. (See Exhibit D for more historical background).

3ai, 3aii: The lot has existing concrete which will be removed. It also has unsuitable soil which will need to be excavated and disposed of. Engineered fill will then be imported and compacted to create a proper building pad.

3b. The project will result in an increase in solid waste by the nature of being used as a residential and commercial space.

3d. The project will change the character of the area by bringing in more residents to Old Town and introducing new commercial spaces for local businesses. However, the new building will compliment the neighborhood in size, mass and design. (See Exhibit C - Building Heights)

3h. The project will increase the demand for municipal services since the current lot has been vacant and has not utilized any public services. The increase is not expected to exceed usage from average Old Town businesses and residential buildings.

3i. The project will result in an increase in electricity demand due to the current use being zero. The building will utilize solar panels on the roof to offset electricity demand from fossil fuel.



Photo Caption: View of the future building from the southeast corner of G and 3rd St.

Project Worksheet, Question 4
Coastal Design Review

4a. The new building will be visible from the scenic carriage route that tours Old Town Eureka. The change will be a positive addition to the Old Town character and will add to the scenic value.

The historic site located on the northeast corner of Third and G street in Eureka is currently a vacant lot after the historic building burned down in 2006. This project is a proposed alteration of the current vacant lot to a four-story mixed-use building for commercial and residential use.

While the design is modern in nature, the development compliments the Victorian architecture around it and incorporates key visual elements to echo back to the architectural heritage found in Old Town while remaining unique and refreshing.

The intention in the design and construction of this building would be to add much needed residential real-estate and attractive storefronts to the Old Town district in Eureka.



Photo Caption: Proposed East Elevations,
Credit Julian Berg Designs.

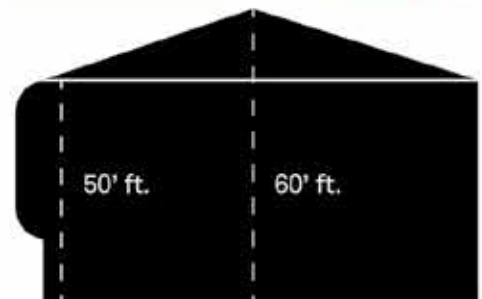
Conceptual Compatibility
236 G Street

Surrounding Building Heights
Exhibit C



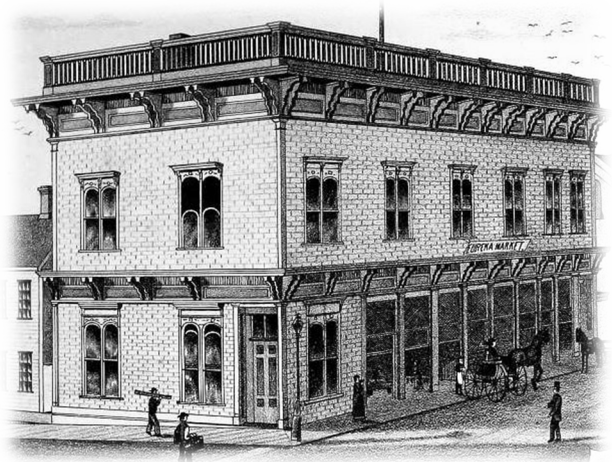
Measurements were taken 10' from the ground, using the measuring tape as a scale, the height of the building was approximately measured and adjusted for photo distortion. Measurements are approximate and do not factor in roof height.

The Carson Building, for example has 8-10' additional feet from the roofline visible from the street and the total vertical height of the building.



Site History

In the summer of 1880, Eureka papers announced Humboldt County pioneer Joseph Russ's intentions to build a new market at G and 3rd Streets, Eureka. The building, measuring 40x110 feet and 2 stories tall, would be spacious, the Eureka Times explained and feature "every convenience and modern improvement" used by the most successful markets in the state. Customers could expect to find a choice variety of meats, season vegetables, fresh eggs, and dairy butter (which would come from the Russ's own cows). Delivery would be free. The new market was one in a long list of businesses Russ would establish over the years, but it was one of the most long-lasting. The building would also house office space in the corner and a large gathering hall upstairs.



History Of Humboldt, 1882

Joe Russ, the Ranch and Market

Mr. Russ, born in Maine in 1825, was operating his own sawmill in Appleton, Maine when he was drawn to California during the gold rush. Instead of hauling mining gear to the west coast, he arrived in San Francisco in the spring of 1850 with a pre-built building frame, a stock of merchandise and bags of flour, which he promptly sold to miners and merchants hungry for shelter and supplies. He was then involved in a variety of businesses until the fall 1852, when he and Berry Adams purchased 100 head of cattle in Placerville and drove them north, establishing a connection with Humboldt County that would last the rest of his life. Over the years, Russ acquired thousands of acres and brought more cattle into the county, selling some, slaughtering others to provide fresh meat for his markets and keeping good breeding stock to build herds of his own.

By 1861, Russ had partnered with WT Olmstead to open a meat and vegetable market on First Street between F and G Streets in Eureka, selling milch cows, hogs, work oxen, beef cattle, sheep, and horses in addition to standard grocery fare. Over the next few years, Russ's partners and the markets' location on First Street changed but Russ remained a constant, as did the availability of fresh and salt meats, vegetables, and ranch stock.

In the 1860s and 70s, Russ continued to grow his ranching, other business and political interests. He partnered with others to build a sawmill on Indian Island, had another mill in Ferndale, invested in schooners to carry finished lumber to markets outside the area, had interest in lumberyards in Sacramento and San Diego and even invested in a racehorse property. He developed and operated additional markets, including one in Ferndale, and also involved himself in local politics. He won his first State Assembly seat in 1871 and a second in 1877.

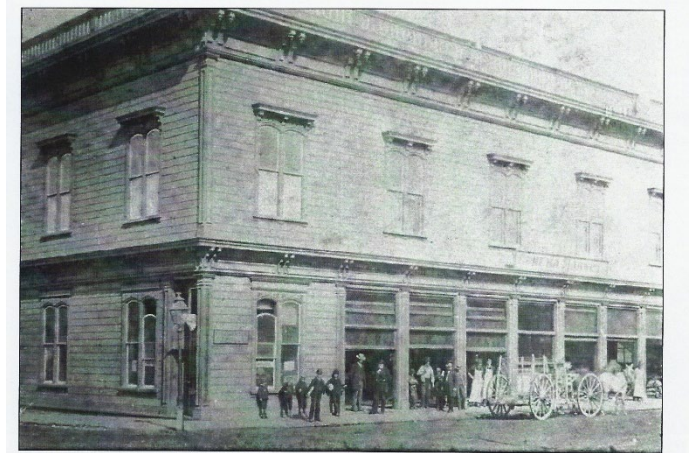


Humboldt Times, 1881

3rd and G Streets, Old Town Eureka

The New Market

Raising his own livestock (and establishing his own slaughterhouse by the 1870s) while running his own meat markets gave Russ distinct advantages because he could raise, process and sell his own cattle directly, increasing ranching profits while acting as a consistent, high-quality supplier to his markets. In February of 1880, he boasted that the large barns at his ranch outside Ferndale and other locations allowed him to protect his cattle and feed over the winter so that his customers could avoid the dreaded “blue beef”. This term usually referred to salted or brined (pickled) beef, but the term was also apparently used for poor quality beef in general. Russ’s market customers, he enthused, could enjoy premium meat year-round.



The Russ Market c. 1890 (Humboldt County Historical Society).

The diversified business strategy apparently paid off. An account written years later said that Russ ran Humboldt’s “largest and finest market”, employing six butchers, 10 hours a day Monday through Friday, and 12 hours on Saturdays so they could clean meat cleavers, saws, and knives. It also helped, the writer surmised, that the Russ company could afford to cut meat prices temporarily to freeze out competitors.

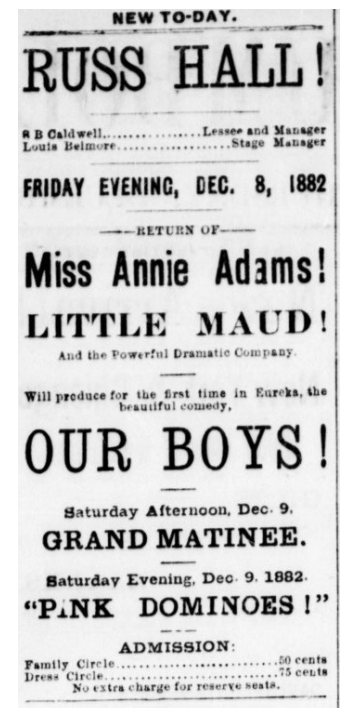
While the downstairs market thrived, Russ’s upstairs hall did too.

Russ Hall

When it first opened in 1880, it appears Russ Hall was primarily used for political gatherings and ladies church groups, but it wasn’t long before the Humboldt Times declared the entertainment offered at the Hall to be of “fine class”. Patrons enjoyed everything from live music, and “grand balls” to comic operas, and fundraising benefits (Russ sometimes donated the use of the space). Admission prices for shows varied from a nickel to a dollar, depending on the quality of the entertainment.



Humboldt Times, 1881



Humboldt Times, 1881

Transitions

Not long after the new building was finished Joe Russ’s health began to fail. He began to divest some of his business and property holdings but held on to the market and when he died in October of 1886, he left his wife Zipporah, several children, and multiple properties behind.

Joseph Russ and Zipporah Patrick married in 1854 and until her husband’s death, Zipporah maintained a largely traditional role, spending a majority of her time and energy raising their large family. Until the disposition of her husband’s assets was

3rd and G Streets, Old Town Eureka

settled C Luther, one of Russ's early partners in the First Street market, leased the 3rd and G Street space from the Russ estate.

In his newspaper ads, Luther promised that under his management, the Russ Market would continue to provide the best meats, butter, eggs, and vegetables in the county. His motto, he declared, would be "fair dealing and small profits," and asked Russ customers to continue their patronage.

In March of 1889, Joseph Russ's estate was finally settled and his wife Zipporah was awarded the Eureka Market and slaughterhouse. That same month, the widow and her two sons, William H., and Ira A., announced a formal business partnership they called Z. Russ and Sons. While Zipporah's name was primary in the enterprise, she left it mostly to her two sons to manage the family's business interests while she involved herself in community affairs and traveled with her other children. Will managed the ranching end of the business, raising a variety of livestock for local markets and beyond (in 1891, the Russ ranch shipped 3,000 mutton sheep to San Francisco steamer, which carried 300 animals per load south and in 1892 shipped 110 "fat hogs from Ferndale" to the same destination). The family also expanded the slaughterhouse at the south end of Eureka and maintained dairy stock, which produced 159 pounds of butter daily for the Eureka market, where Ira had the lead.

Unfortunately by 1893, Ira Russ was suffering severe bouts of inflammatory rheumatism that sometimes left him homebound for weeks. In the following years, he sometimes moved out of the area for stretches of time, hoping a different climate would help his health, and his brother Will took over primary management of the Eureka market. There Will continued the Russ family tradition of expansion and improvement. In 1895, 4 inches of the "best Portland cement" (about 70 barrels) was laid to cover the entire ground floor of the market (40 x 92 feet) and in 1902 R. H. Smith partnered with the Z. Russ & Sons Co to build a 3 story brick refrigerating plant and cold storage warehouse behind the Russ Meat Market. Smith ran the ground floor ice plant, and the upper floors were devoted to cold storage space.

Russ Hall Continued...

While improvements continued downstairs, use of the upstairs hall evolved as well. At the close of the 19th century, entertainment still included traditional theatrical productions like Hamlet, community lectures from world travelers and dances, but by the early 1900s, visitors to Russ Hall could also attend a public séance, cooking show or watch a snake charmer and "other clever performers" such as a ventriloquist, tramp magician, funny Irishman, and what was "claimed to be the smallest monkey on earth."

In 1903, a San Francisco man leased the space, named it the UNIQUE and dedicated it to "Continuous Performance High Class Vaudeville and Finest Moving Pictures". The entertainment would be "Strictly Moral" his advertisements in the local paper promised. He charged 15 cents for general admission and a quarter for reserved seats.

Russ Market.
—
Z. RUSS & SONS, PROPRIETORS
—
Having succeeded to the ownership of the Russ Market, in the City of Eureka, we wish to thank the public for past favors, and to solicit their continued patronage. Our endeavor in the future, as in the past, will be to keep the market well supplied with the best of
Meats, Vegetables, Butter, Etc
And to sell upon the most reasonable terms.
Orders delivered to any part of the city.
**ZIPPORAH RUSS,
I. A. RUSS,
W. N. RUSS.**

Humboldt Times, 1891

Z. RUSS & SONS
Russ Market
222-236 G STREET
—
Wholesale and Retail Butchers
—
Live Cattle, Sheep and Hogs Bought and Sold
Salt Pork, Bacon and Eastern Hams
Sugar Cured Corn Beef a Specialty
—
HUMBOLDT PURE LARD
In 5 and 10 lb. Cans and 50 and 100 lb. Kegs
ROLL BUTTER, WHOLESALE AND RETAIL
(Largest Dairy Ranches in California)
KEG BUTTER KEPT CONSTANTLY ON HAND
HUMBOLDT CREAMERY BUTTER, PUT UP EXPRESSLY FOR FAMILY USE
—
TELEPHONE NO. 20

Humboldt Times, 1893

3rd and G Streets, Old Town Eureka

Apparently, Eureka wasn't ready for this UNIQUE brand of entertainment and the following year Professor Gustin rented the space. Naming it the Gustin Opera House and Conservatory of Dancing, the new manager proclaimed his new space "one of the finest appointed halls for dancing and general amusement on the Pacific Coast." He threw a grand opening ball and charged 50 cents for gentlemen, 25 cents for lady spectators and let lady dancers in for free.

Gustin's dreams also fell short and by 1910, the Humboldt Club, which occupied the upstairs rooms of the Russ Building next door, contemplated taking over Russ Hall.

The Russ Building

The newspaper first announce the Z. Russ & Sons' plans to erect a two-story frame building on 3rd Street in Eureka next to the Russ Market in 1892, where the lower floor might house a restaurant and the second story a gentleman's club, but Ira's ill health and competing commercial interests likely stalled these plans.

In February of 1900, however, Z Russ and Sons announced the completion of their new building next to the Russ Market and Hall. The two story "specimen of modern architecture" featured a wide dormer front, metal scroll work, high ceilings on the first floor and a number of rooms on the second floor. The new structure was considered a "valuable addition to Eureka's large number of impressive business blocks" and cost a little less than \$6000 to build. By the time the building was complete, the Humboldt Club had already secured a ten-year lease on the upstairs rooms at \$30 a month.

The Humboldt Club

The Humboldt Club was founded as a "businessman's club" in 1896 and was originally located at 4th and F Streets, Eureka. In 1900, the club leased the upstairs of the new Russ Building, which offered modern quarters with "nothing lacking to ensure the comfort of the members however diversified their tastes." Members enjoyed billiard and whist tournaments, formal balls, and exclusive meetings with visiting dignitaries. Over time, however, the club wanted to offer their members even more. Though a more exclusive arrangement was contemplated in 1908, that year the club decided to cut a door through to the adjacent Russ Hall and only rent it for special occasions.

In 1910 however, the club took the leap and leased Russ Hall, in part, no doubt, to help accommodate the 150 new members secured during a recent membership drive. A remodel for the new tenants was finished in April, giving the organization "the air of a real metropolitan club." The following description of club's new accommodations was offered by the Humboldt Times on April 12, 1910:

The new billiard room is a beauty. It occupies the end of what was formerly known as Russ Hall, fronting on Third Street. An entrance way into this room has been cut through from the club rooms proper, passing by way of what was formerly the private conversation room.



(Photo of wooden sign found in building, Courtesy Robert Maxon)



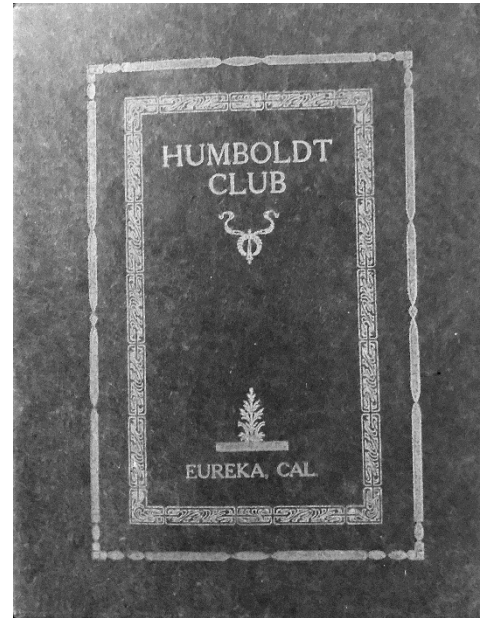
Humboldt County Souvenir Book, 1904

3rd and G Streets, Old Town Eureka

A handsomer retreat for billiard enthusiasts would be difficult to find. Across the front of the hall, occupying the space once given to the stage, a new floor has been laid. A carpet adorns a portion of the floor, while around the three tables is rubber matting. The walls are done in open panels over red burlap, the panels running up some seven or eight feet. Above that the walls are tinted in a blue which harmonizes nicely with the red.

The ceiling is massively beamed and appropriately tinted. Thus, the large room throughout, in its color scheme and effect, is most-pleasing to the eye. Around the walls heavily upholstered back-benches have been constructed so that a large number of clubmen may look on while the experts are showing off fancy shots. That part of the big hall not devoted to the billiard room will be used as a ball room. It is in excellent shape. The walls are to be tinted and the woodworking will be repainted.

In the original clubrooms, the apartment once devoted to billiards is being converted into a card room, leaving the two big main rooms for social gathering and lounging purposes. When all the work is done, the Humboldt club will be one of the best-appointed social gathering places in Northern California. President Jerry Millay and his capable board of directors are making things hum, and club interest is now very strong.



*Photo of original club book,
Courtesy Robert Maxon*

Later Years

The Russ Meat Market operated until 1949, when the space transitioned into Eureka Lockers and Wholesale meats. Wholesale meats continued to operate in the space until 2006.

In 1949, the front office spaces were leased by the US Production and Marketing Administration. The US Department of Agriculture then occupied the space until the building was leased in 1962 by Bob and Barbara Maxon along with their business partner David Robinson (the three then purchased the 3rd and G Street property along with the adjacent Russ Building in 1973). The partners opened Globe Imports which, according to their ad, offered, "Exciting merchandise from around the world... Ceramics from the orient, pottery from Mexico, basket ware from South America and India.... Brassware, novelties, China, porcelainware" and more.

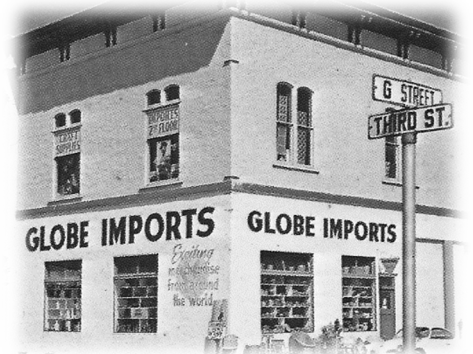


Photo: Robert Maxon

The store continued in that location until 1976, when the business moved to a waterfront building in old town. Robert Maxon bought out Robinson's interest in the building and opened Globe Imports Toys Too! in the space for a time before it was leased to various tenants, including a nursery, bookstore, video store and more. The final tenant in that space was Avalon restaurant owner Beverly Wolf, who planned to open "Avalon Taste," a gourmet wine and cheese shop.

3rd and G Streets, Old Town Eureka

The Humboldt Club, considered the forerunner of the Ingomar Club, vacated the space in the 1940s. In the following years it was used by the Eagles and Seventy-Five clubs and Burgin's Barn Dance Hall before being used as a business college and boxing gym. In 1968, Globe Imports expanded upstairs and used the area as a crafts department. The space was then used as martial arts studios until 2006 when the building burned to the ground.

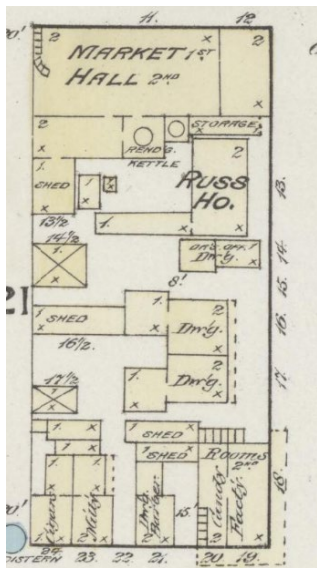
Like many old wood framed structures, the corner property was vulnerable to fires. In 1946, Humboldt Club had fire of its own which damaged rear of structure and in 1976, another fire damaged portions of Globe Imports, Eureka Meat Market and the Old Town Exchange. Then in 2006, a fire started in the back of the building and eventually engulfed it, destroying the structure entirely. The clean-up effort proved extensive and meant that Avalon Taste never opened its doors.

The site was eventually cleared and has remained vacant ever since.

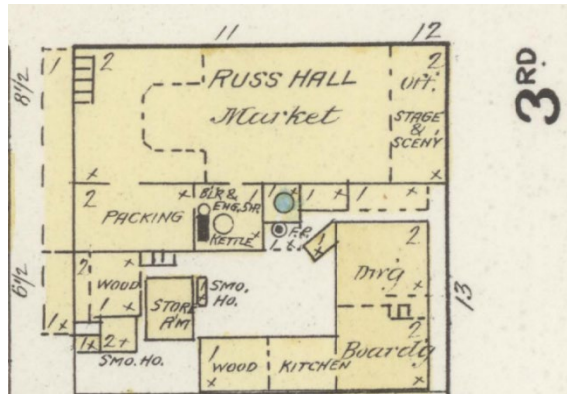


Photo: Robert Maxon

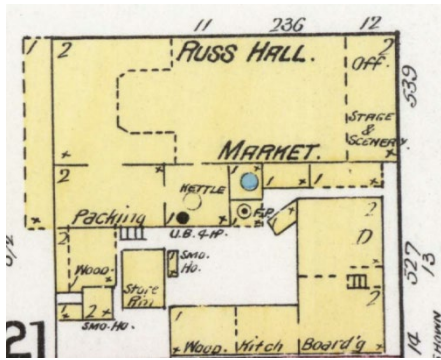
3rd and G Streets, Old Town Eureka



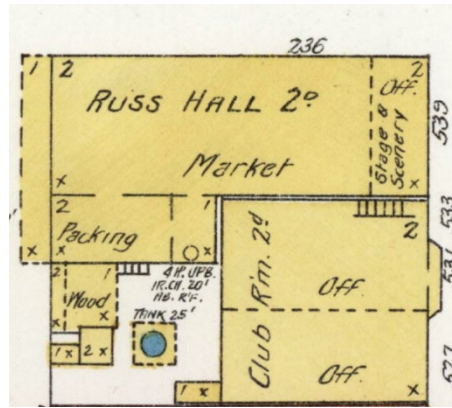
1886 Sanborn Map



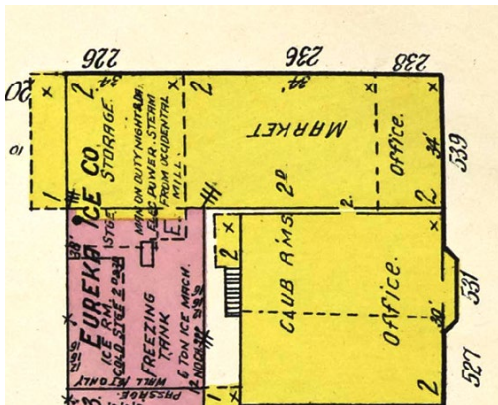
1889 Sanborn Map



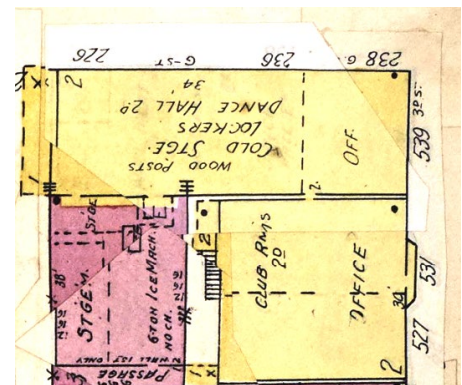
1892 Sanborn Map



1900 Sanborn Map



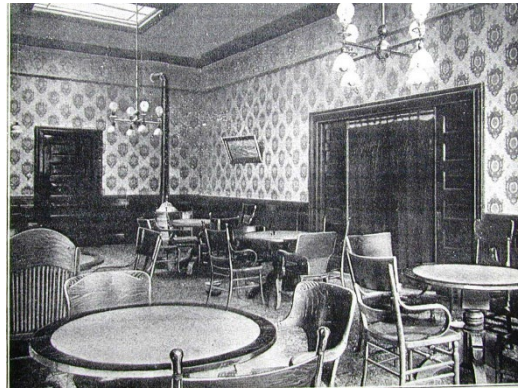
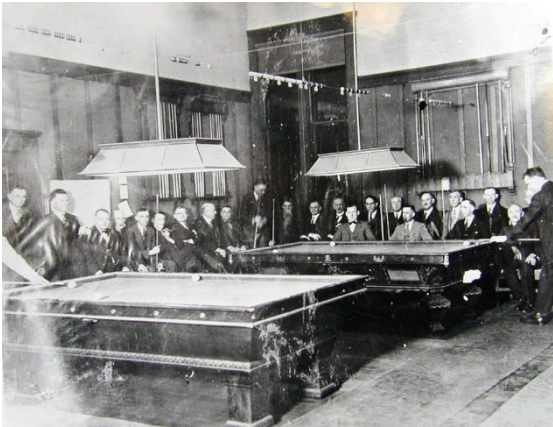
1920 Sanborn Map



1949 Sanborn Map

3rd and G Streets, Old Town Eureka

Photos curtesy Robert Maxon



3rd and G Streets, Old Town Eureka

Sources

Democratic Standard, 1878

Ferndale Enterprise, 1880- 1935

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History of Humboldt County, California: with Illustrations Descriptive of its Scenery, Farms, Residences, Public Buildings, Factories, Hotels, Business Houses, Schools, Churches, etc., from Original Drawings, including Biographical Sketches, W. W. Elliott & Co. 1881

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Humboldt Times, 1875-1923

Humboldt Standard, 1959-1966

Robert Maxon, personal collection

Sanborn Fire Insurance Maps, 1886-1949

Times Standard, 1952-1976