

RESOLUTION NO. 2024-XX

A RESOLUTION OF THE DESIGN REVIEW COMMITTEE OF THE CITY OF EUREKA APPROVING A MASTER SIGN PERMIT (SGNM-24-1) AT 339 2nd STREET (AKA 337 2nd STREET) (APN 001-052-004)

WHEREAS, the applicant, ACGC Inc., is requesting approval of a Master Sign Permit to allow a total of seven signs on a newly-constructed, multi-story, mixed-use building with commercial and residential uses at 339 2nd Street; APN: 001-052-004. The applicant has already received an Administrative Sign Permit for four of the ground-floor signs (SGNA-23-14), two of which are canopy signs and are already and two of which are projecting/blade signs that are not yet installed. The remaining three signs are not yet permitted and include a newly proposed projecting/blade sign to be installed on the fourth story, a newly proposed wall sign to be installed on the ground floor, and an existing ground-floor canopy sign that was installed without a permit; and

WHEREAS, the project site is in the Coastal Zone, has a Core - Retail Commercial (C-RC) land use designation, and is in the Commercial Waterfront (CW) zoning district; and

WHEREAS, pursuant to Eureka Municipal Code (EMC) §10-5.1708.3 (Multi-story buildings), the sign standards in Tables 17-2 through 17-10 (in §10-5.1708) apply only to ground-floor tenants and uses, and signs for tenants and uses located above the ground floor are allowed only with a Master Sign Permit that establishes sign standards for the entire site; and

WHEREAS, while all of the proposed signs comply with sign standards, the fourth-story sign triggers the need for a Master Sign Permit; and

WHEREAS, pursuant to 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 approach to signage on large, complex, multi-tenant, and/or multi-story buildings/sites; 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 March 27, 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. The allowed signs are consistent with the General Plan and Zoning Code.
2. The Master Sign Program features a unified and coordinated approach to the materials, size, type, placement, and general design of the seven signs (six on the ground floor and one on the fourth story) proposed for the multi-story, mixed-use building.

3. No deviations to the ground-floor sign standards are proposed, and, as conditioned, the 4th story projecting blade sign, and any other future above ground-floor signs, will also conform to the ground-floor sign standards per tenant frontage.
4. The Master Sign Program will not adversely impact the public health, safety, or general welfare.
5. The allowed sign sizes meet the sign standard for ground-floor signs and are proportionate to the building and site where they are located.
6. The number, placement, design, and material of the allowed signs are compatible with the architectural design of the building they are attached to since all signs are placed near the entrance of their respective businesses and the general design of all of the signs includes elements of natural wood, metal and muted tones, similar to the architectural style of the building.
7. 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 1 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)(Improvements to Structures) because all of the signs are attached to the building wall and none of the exceptions to the exemption listed in Title 14, Section 13253 apply.

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 339 2nd Street (aka 337 2nd Street). Any proposed modifications to existing signs or new signs must be consistent with the standards in the table as well as any sign standards in EMC Article 17 not included in the table, 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 ACGC 2nd and E Multi-Story Building	
Signs above the ground floor	Each floor above the ground floor may be treated as its own tenant frontage and is subject to the same code standards as ground-floor tenant frontages.
Signs along residential frontages	Residential zoning district standards apply to residential frontages.
Required design	The design of any new/modified building signs must exhibit a similar

features	character to each other and incorporate the architectural elements found on the building (e.g. similar in color pallet, materials, typography, etc.) 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 Article 17 not included above. Any proposed sign changes inconsistent with the Master Sign Program will require an amendment to the Program, to the satisfaction of Development Services – Planning.	

- b. **Building Permit.** The applicant must obtain all required Building and Fire permits for the new projecting and wall sign associated with the rooftop restaurant 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 27th day of March, 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