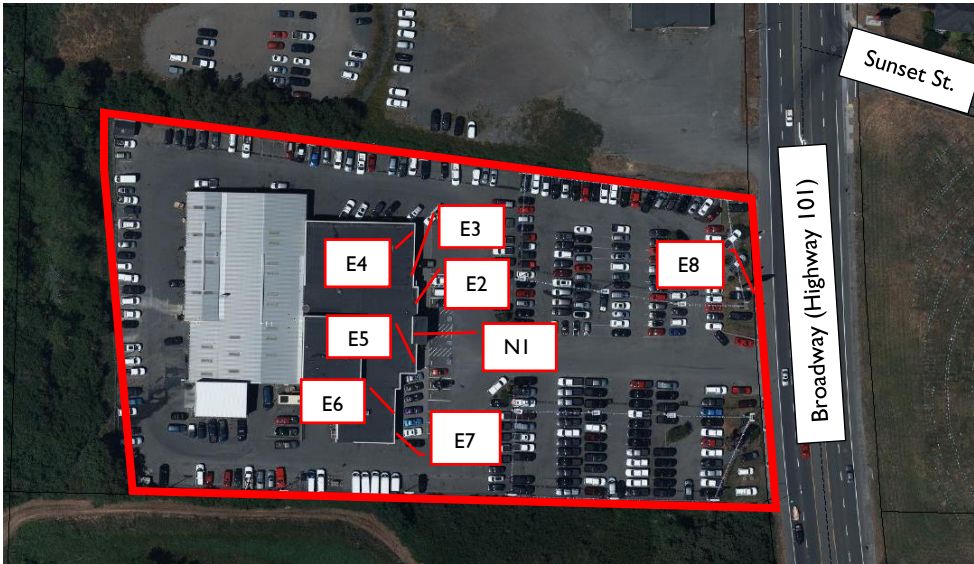


Title:	Eureka Chrysler Dodge Jeep Ram FIAT Master Sign Permit
Project:	SGNM-23-1
Location:	4320 Broadway
APN:	019-261-003
Applicant:	Geoff Wills
Property Owner:	Frontier Broadway LLC Co
Purpose/Use:	Allow deviations from wall sign and pole sign standards in order to utilize five existing nonconforming wall signs, one existing nonconforming pole sign, and one new wall sign reflecting the new dealership owner.
Application Date:	July 26, 2023
General Plan:	GSC – General Service Commercial
Zoning:	CS – Service Commercial
CEQA:	Exempt under §15301
Staff Contact:	Alexandra Gonzalez, Assistant Planner
Recommendation:	Hold a Public hearing; and Adopt a resolution finding the project is exempt from CEQA, and approving the application.
Motion:	<i>“I move the Design Review Committee adopt a resolution finding the project is exempt from CEQA, and conditionally approving the Eureka Chrysler Dodge Jeep Ram FIAT Master Sign Permit 4320 Broadway.”</i>

Figure 1: Location Map



Figure 2: Site Map (E means it's an existing sign, and N means a new sign; see Table I below for the sign inventory)



PROJECT SUMMARY

The applicant is requesting approval to utilize six existing nonconforming signs (five wall signs and one pole sign), one new nonconforming wall sign installed without the benefit of permits and one existing projecting blade sign (E3) which conforms to the current sign standards (a total of eight signs), at the Eureka Chrysler Dodge Jeep Ram FIAT dealership (Eureka dealership) at 4320 Broadway. Because all of the wall signs and the pole sign deviate from the current City sign standards, the entire site requires approval of a Master Sign Program through a Master Sign Permit.

Figure 3: Street view taken November 28, 2023 (see Table I below for the sign inventory)



Figure 4: Street view of pole sign taken on November 28, 2023.



Background

The 4.72-acre property is located west of, and adjoins, Broadway (Highway 101) in south Eureka. The site is located in the Coastal Zone, within the CS – Service Commercial zoning district, and is surrounded by public facilities and commercial uses. Directly to the south and west (behind) of the site is the Eureka Wastewater Treatment Plant. Directly to the north is a large underutilized commercial property (which previously housed a mobile home sales business), and further north are other large-lot commercial lodging, retail, and service businesses. To the east, across Broadway, is the Sunset Memorial Park Cemetery, and located south of the cemetery is a large commercial property (retail and manufacturing associated with Papa & Barkley).

The property contains one projecting blade sign, one pole sign, five existing wall signs, and one new wall sign which is proposed to reflect the new dealership owner, for a total of eight signs.

As listed in Table I: Sign Inventory below (and seen in Figures 2, 3, and 4 above), the east building wall (facing Broadway) includes the following signs (and no changes are proposed): (1) internally illuminated “Eureka” channel letter wall sign with an area of 29 square feet (sf) which is a new sign above the sales department’s primary entrance which recently replaced the “Lithia” sign (the previous owner); (2) internally illuminated “Ram” channel letter wall sign with an area of 39.9 sf; (3) internally illuminated “Fiat” aluminum cabinet projecting blade sign with an area of 18.9 sf; (4) internally illuminated “Parts & Service” channel letter wall sign with an area of 46 sf; (5) internally illuminated “Jeep” channel letter wall sign with an area of 22.5 sf; (6) internally illuminated “Chrysler” dimensional letter wall sign in an aluminum cabinet with acrylic letters pushed through the cabinet face with an area of 41.6 sf; and (7) internally illuminated “Dodge” channel letter wall sign with an area of 15.6 sf. No changes are proposed to the existing 35-foot-tall pole sign with an area of 158.5 sf with four mini-sign copies for different vehicle brands. See Attachment 2 for the applicant’s photo inventory of the signs.

The six wall signs and one projecting blade sign are located approximately 300 feet from Broadway, and the pole sign is located approximately 16 feet (ft) from the edge of the sidewalk along Broadway.

Table 1: Sign inventory

Sign Inventory						
Number	Type	Copy	Height (ft)	Width (in)	Length (ft)	Total Area (sf)
N1	Wall sign	Eureka	2.5 ft	5 in	11.6 ft	29 sf
E2	Wall sign	Ram	3.2 ft	5 in	12 ft	38.4 sf
E3	Projecting Sign	Fiat	3.6 ft	14 in	5.25 ft	19 sf
E4	Wall sign	Parts & Service	2 ft	5 in	22.5 ft	45 sf
E5	Wall sign	Jeep	3 ft	5 in	7.5 ft	22.5 sf
E6	Wall sign	Dodge	1.3 ft	5 in	12 ft	15.6 sf
E7	Wall sign	Chrysler	3.1 ft	5 in	13 ft	40.3 sf
E8	Pole	Chrysler, Dodge, Jeep, Ram	15.1 ft	36 in	10.5 ft	158.5 sf

Applicable Regulations

Title 10, Chapter 5, Article 17: Signs and Article 22: Nonconforming Uses, Structures and Signs of the Eureka Municipal Code (EMC) (i.e. the Coastal Zoning Code) were recently updated (effective 2022) which significantly changed sign standards and how non-conforming signs are addressed.

EMC §10-5.1708, Table 17-2 (Wall Signs) only allows up to two wall signs in the Service Commercial (CS) district per tenant frontage. The EMC defines “tenant frontage” as a tenant’s building wall that abuts a street, parking lot that abuts a street, or pedestrian walkway. The proposed 29.01-sf “Eureka” sign alone meets the current wall sign standards; however, when combined with the other existing wall signs on the eastern building frontage, it exceeds the two wall-sign maximum standard (with six wall signs).

All of the existing signs were permitted under the old sign regulations with no limits on the number of wall signs erected; however, per EMC §10-5.2203(a) (Alterations and additions to nonconforming uses, structures, and signs), no nonconforming sign shall be moved, altered, or enlarged unless required by law or unless the moving, alteration, or enlargement will result in the elimination of the nonconformity. Therefore, none of the existing wall signs can be moved, altered or enlarged without removing wall signs to eliminate the nonconformity with respect to the number of wall signs per tenant frontage. Thus, the removal of the “Lithia” wall sign and replacement with the new “Eureka” wall sign triggered the need for the number of wall signs to come into compliance with the current sign regulations.

Per EMC §10-5.1707.3, any site greater than one acre may request approval of a Master Sign Permit, which may allow deviation from the total number of wall signs permitted per tenant frontage, and therefore can be used to allow the six wall signs on the eastern building frontage facing Broadway to remain. The purpose of the Master Sign Permit is to provide a coordinated approach to signage for large sites/buildings and non-residential multi-tenant developments, buildings, or adjacent/adjoining properties/parcels. Thus, the proposed Master Sign Permit would not just authorize the six wall signs (when only two are allowed), but would consider all site signage under one program. All Master Sign Permit applications must include a proposed 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.

In addition to the six wall signs, the site also contains one projecting blade sign which conforms to the current sign standards, and one legally nonconforming pole sign. The current sign standards only allow pole signs to have a maximum height of 25 ft and a maximum sign area of 150 sf (EMC §10-1708, Table 17-9: Pole Signs), while the existing pole sign is 35 ft tall with 158.5 sf of sign area. The Master Sign Permit can be used to authorize the additional height and square footage, so that the pole sign is no longer considered nonconforming under the current code.

Table 2 below provides information on the proposed signs and how they deviate from specific sign standards. A full table of all the sign standards is included as Attachment 3.

Table 2: Sign deviations per CS zoning district standards

Description	Standard	Proposed	Deviation
Wall signs (EMC §10-5.1708.1)			
Max. number	2 per tenant frontage	6 on the eastern frontage	Exceeds number allowed by 4
Pole signs (EMC §10-5.1708.1)			
Max. Area	1.0 sf per linear foot of tenant frontage to a maximum of 50 sf per tenant; maximum of 150 sf for multi-tenant signs	158.5 sf per face	Exceeds the max. area by 8.5 sf
Max. height	24 ft	35 ft	Exceeds the max. height by 11 ft

EMC §10-5.1707.7 specifies signs located in the Coastal Zone are subject to the requirements of Article 29 (Coastal Development Permit [CDP] Procedures) and new signs must be sited to (1) avoid and minimize obstruction of scenic views and scenic coastal areas as defined in EMC §10-5.2944.1 (Scenic Coastal Areas), and (2) protect the scenic and visual qualities of coastal areas. Because all of the proposed signs are internally-illuminated they are required to comply with the illumination standards in EMC §10-5.1709.8 to ensure lighting does not produce glare that creates a public nuisance or hazard for motorists or pedestrians.

All of the proposed signs in the Master Sign Program are attached to a building wall or are existing with no proposed changes, such as the existing pole sign. Therefore, the existing signs contemplated under this Master Sign Permit do not require a CDP, and the installation of the new “Eureka” wall sign is exempt from CDP requirements per EMC §10-5.29303(b) (Improvements to any structure other than a single-family dwelling) because it is directly attached to the building wall.

Lastly, The Design Review Committee may require modifications to the proposed Master Sign Program including limits on allowed sign types, height, area, dimensions, placement, materials, and other sign design features. All signs on the site are subject to the requirements of the approved Master Sign Program standards as listed in Table 3 below which is included as a condition of approval, while any aspect of the signs not addressed by the program shall comply with the sign standards in EMC §10-5.1708. Future signs consistent with the approved program are allowed with an Administrative Sign Permit; however, signs inconsistent with an approved program and any applicable sign standards in EMC §10-5.1708 will require an amendment to the program or a modification of inconsistent signs.

Table 3: Master Sign Program Standards Specific to 4320 Broadway

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 sign types	The entire site is allowed a total of three different sign types (e.g. 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).
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. Any proposed sign changes inconsistent with the Master Sign Program will require an amendment to the Program, to the satisfaction of Development Services – Planning.	

ANALYSIS

To approve a Master Sign Permit, the Design Review Committee must make all of the following seven findings:

1. Allowed signs are consistent with the General Plan, Zoning Code, and any applicable specific plan or area plan adopted by the City Council;
2. 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;
3. If deviations from sign standards in EMC §10-5.1708 (Sign standards) are proposed, the deviations are necessary to accommodate the unique signage needs of the site;
4. Allowed signs comply with all applicable standards in this section, unless specific deviations are allowed by the Master Sign Program;

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;
and
7. The number, placement, design, and material of the allowed signs are compatible with the architectural design of buildings on the site.

I. Allowed signs are consistent with the General Plan, Zoning Code, and any applicable specific plan or area plan adopted by the City Council.

The 4.72-acre project site has a land use/zoning designation of General Service Commercial (GSC)/Service Commercial (CS). The purpose of the GSC/CS designations is to provide appropriately located areas for retail and wholesale establishments that offer commodities and services required by residents of the City and its surrounding market area. The existing car dealership (large product retail sale) site is located on Highway 101 (a north-south major highway also known as Broadway) at the southern end of an auto-oriented commercial district. All of the signs included in the proposed Master Sign Program are intended to be large-scaled and auto-oriented so they can be seen by vehicles traveling at a higher speed from the highway, and thus support, and therefore are consistent with, the GSC/CS land use/zoning designations.

The applicant proposes to utilize an existing nonconforming pole sign that exceeds the allowed height and sign area for a pole sign, and six wall signs that exceed the number of wall signs per tenant frontage; however, with the approval of a Master Sign Permit, the proposed signs will be consistent with the Zoning Code. Additionally, one of the intentions of the sign regulations in EMC §10-5.1701 (Purpose and scope [of sign standards]) is to “acknowledge Broadway’s role as a primarily vehicular corridor through Eureka and allow for larger-scale and more vehicle-oriented signs on Broadway while still emphasizing aesthetic quality and scales appropriate for Eureka.” The proposed deviations are consistent with this intention for signage along Broadway in south Eureka. Furthermore, a review of the Local Coastal Program shows the proposed project does not conflict with any of the certified policies, and no specific or area plan has been adopted by City Council in this area. Therefore, 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 signs proposed for a project or property.

The general design of the six wall signs and one projecting blade sign include large, internally illuminated, individual channel lettering or dimensional lettering in aluminum cabinets with acrylic letters pushed through the cabinet face, and each sign is evenly spaced across the eastern tenant frontage facing Broadway. The pole sign consists of four mini-sign copies of the “Jeep,” “Chrysler,” “Ram,” and “Dodge” brands which are also match the individual wall signs, and its boxy design is consistent with the design of the building. Although the design of each sign is slightly different depending on the auto maker (i.e. Jeep vs. Dodge) because the auto dealership has limited control over specific auto maker branding, the consistency in type (large individual channel letters or acrylic letters pushed through the cabinet face), size, and location of the signs being fairly evenly spaced on the building’s eastern frontage, is coordinated and unified, which allows the signs to be seen easily at a distance by vehicles on

Broadway. Therefore, the proposed signs in the Master Sign Program feature a unified and coordinated approach to the materials, size, type, placement and general design of the signs on the property.

- 3. If deviations from sign standards in EMC §10-5.1708 (Sign standards) are proposed, the deviations are necessary to accommodate the unique signage needs of the site;**

There are three ways in which the proposed signage deviate from sign standards:

1. All six wall signs (five existing and one proposed) are located on the eastern building tenant frontage, exceeding the maximum of two wall signs per tenant frontage.
2. The existing pole sign is 35 ft tall, exceeding the maximum height of 24 ft.
3. The existing pole sign has 158.5 sf of sign area, exceeding the 150-sf of sign area for multi-tenant signs.

Allowing more than two wall signs on the building's eastern frontage is necessary as it is the only building side that would allow the advertising of the various auto-maker brands to be seen from the roadway; and, allowing the pole sign to exceed height and size standards is appropriate and compatible with the 45-mph vehicle speed and viewing distance from Broadway, which serves as Highway 101. Therefore, the deviations are necessary to accommodate the unique signage needs of the site.

- 4. Allowed signs comply with all applicable standards in this section, unless specific deviations are allowed by the Master Sign Program.**
- 5. The allowed signs will not adversely impact the public health, safety, or general welfare.**

As shown in Attachment 2 (Sign Standards for the CS zoning district and Proposed Deviations), other than the three deviations listed above in the Background section and in finding 3, all eight signs comply with the applicable sign standards for wall, projecting, and pole signs found in EMC §10-5.1708 (Sign type standards.)

EMC §10-5.1709.3. (Maximum number of sign types) allows no more than three different sign types on a site without approval of a Master Sign Permit, and the project proposes two attached sign types (wall and projecting/blade) and a pole sign meeting this standard. The proposed signs also comply with standards in EMC §10-5.1704 (Prohibited signs), EMC §10-5.1709.7 (Materials), and EMC §10-5.1709.9 (Vertical and horizontal clearance). Because all of the proposed signs are internally-illuminated they must conform to the illumination standards in EMC §10-5.1709.8 to ensure lighting does not produce glare that creates a public nuisance or hazard for motorists or pedestrians. As a result, the proposed Master Sign Program would allow three deviations to the sign standards (exceed number of wall signs per frontage, pole height and pole sign area), while still meeting all of the other applicable sign standards and will not adversely impact the public health, safety, or general welfare. Any modifications to the signs under this Master Sign Program that are consistent with the standards as listed in Table 3 above, are allowed with an Administrative Sign Permit while any aspect of the signs not addressed by the program shall comply with the sign standards in EMC Article 17 or require a modification to this Master Sign Permit.

- 6. The allowed sign sizes are proportionate to the building and site where they are located.**
- The large 4.72-acre property is located on Broadway in south Eureka where the speed-limit is 45-mph. The pole sign exceeds the sign area standard by 8.5 sf, however the large size is

appropriate in order to be compatible with the vehicle speed and viewing distance from Broadway. Considering the site is larger than most inland tenant frontages in the coastal CS zoning district, the allowed sign sizes are proportionate to the building and site where they are located. Given the long building frontage, the size and spacing between the wall signs (and one projecting sign) fit proportionately without the appearance of over-crowding.

7. The number, placement, design, and material of the allowed signs are compatible with the architectural design of buildings on the site.

There is only one large building on the site with elements of clean lines and a modern design. The signs compliment this by keeping a modern channel letter design and simple sign cabinet designs. The eastern frontage is broken up by different wall projections which allows the wall signs to be placed along the façade on different planes without the appearance of overcrowding. There is also an arch at the main entrance of the building allowing for the new “Eureka” sign to be appropriately placed as the main dealership name. Because of this the number, placement, design, and material of the allowed signs are compatible with the architectural design of buildings on the site.

The eight signs proposed in the Master Sign Program meet all required findings for approval of a Master Sign Permit.

ENVIRONMENTAL ASSESSMENT

The City of Eureka, as Lead Agency, has determined the proposed project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to §15301, Existing Facilities, Class I of the CEQA Guidelines which consists of the minor alteration of existing private structures involving negligible or no expansion of use. As there is no proposed expansion to the existing building or use of the property, the project is exempt from the CEQA.

CONCLUSION

Staff has provided findings which support the approval of a Master Sign Permit for the proposed Master Sign Program to allow deviations from wall sign and pole sign standards which are necessary to accommodate the unique signage needs of the large Eureka dealership site, with the condition that any proposed modifications or new signs must be consistent with Table 3: Master Sign Program Standards for 4320 Broadway described above, as well as any sign standards in EMC Article 17 not included in the allowed deviations, and are allowed with and 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.

PUBLIC HEARING NOTICE

Public notification consisted of mailing notice to property owners within a 300-foot radius of the site, and posting notice on the City’s website and bulletin boards, on or before December 28, 2023. In addition, a public hearing notice sign was posted on the site on or before December 28, 2023.

STAFF CONTACT

Alexandra Gonzalez, Assistant Planner, 531 K Street, Eureka, CA 95501; planning@ci.eureka.ca.gov; (707) 441-4160

DOCUMENTS ATTACHED

Attachment 1: Design Review Committee Resolutionpages 11-13
Attachment 2: Applicant submitted material.....pages 14 - 23
Attachment 3: Sign standards and proposed deviationspage 24

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.

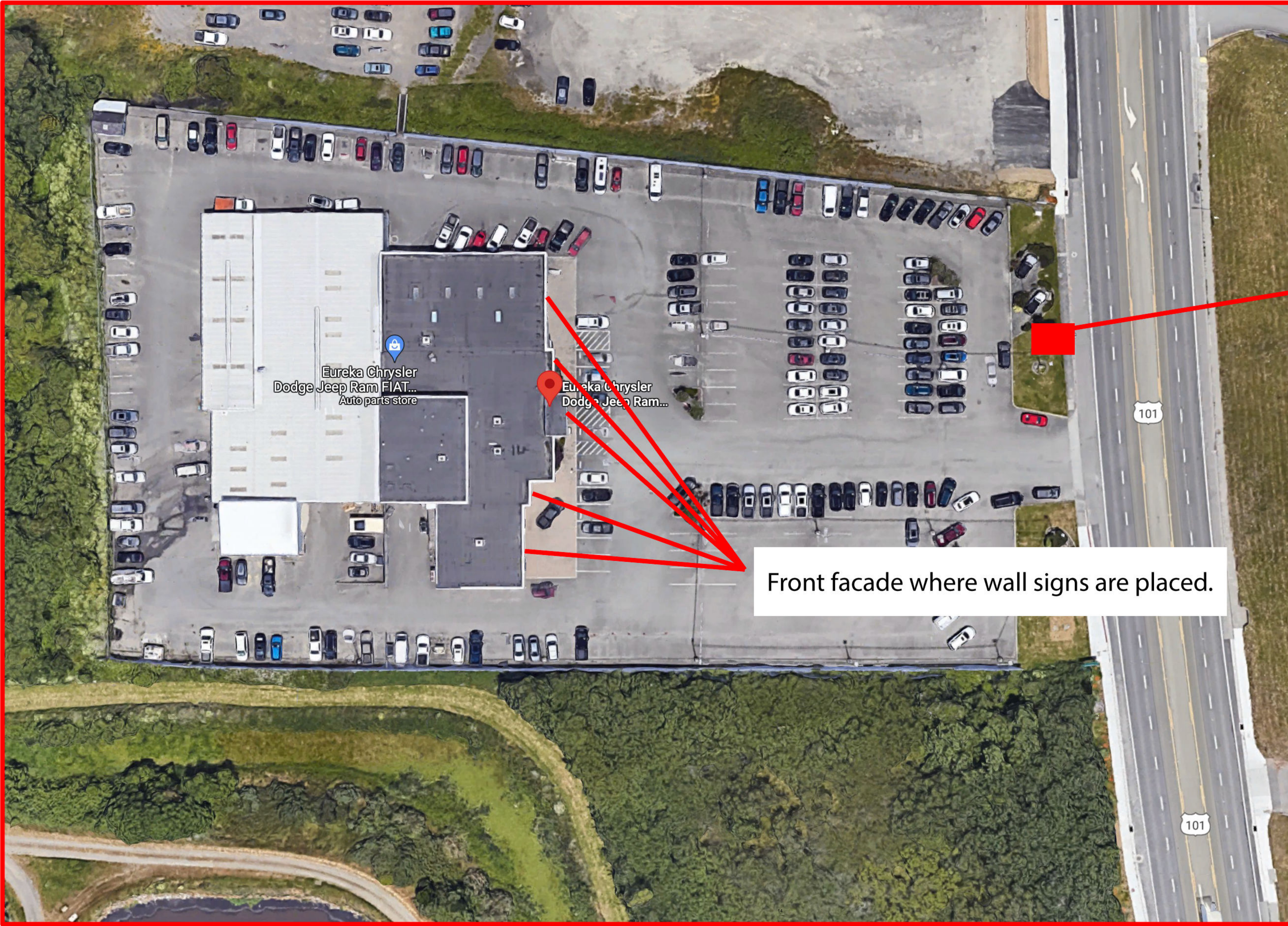
PASSED, APPROVED AND ADOPTED by the Design Review Committee of the City of Eureka in the County of Humboldt, State of California, on the 10th day of January, 2024, by the following vote:

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

 Kassidy Banducci, Chair,
 Design Review Committee

Attest:

 Caitlin Castellano, Executive Secretary



Existing Pole sign

Front facade where wall signs are placed.

Eureka Chrysler
Dodge Jeep Ram FIAT...
Auto parts store

Eureka Chrysler
Dodge Jeep Ram...

101

101

← 4962 Broadway St
 Eureka, California
 Google Street View
 Jul 2022 See more dates



Lost Coast Brewery
 Eureka Chrysler
 Dodge Jeep Ram...
 Papa & Barkley

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RAM

40 in x 145in



CHRYSLER



38 in x 13ft

DODGE

16 in x 12 ft

Eureka

31in x 150 in

Attachement 2



43in x 63 in

Parts & Service

2ft x 23ft

Attachement 2



Jeep

36 in x 90 in

13 ft

35ft



Sign Standards for the CS zoning district and Proposed Deviations			
Description	Standard	Proposed	Deviation
Wall signs (EMC §10-5.1708.1)			
Max. number	2 per tenant frontage	6 on the eastern frontage	Exceeds number allowed by 4
Max. Area (applies to all walls signs on a tenant frontage)	1-sf per linear foot of tenant frontage (no max); total sign area available on eastern frontage: 197 sf	190.81 sf (all 6 wall signs)	None
Max. height	Roof/parapet	No signs over roof line	None
Max. projection from building wall	6 in	5 in	None
Illumination allowed?	Yes, external and internal	Internal	None
Pole signs (EMC §10-5.1708.1)			
Max. number	1 per site	1	None
Max. Area	1.0 sf per linear foot of tenant frontage to a maximum of 50 sf per tenant; maximum of 150 sf for multi-tenant signs	158.5 sf per face	Exceeds the max. area by 8.5 ft
Max. height	24 ft	35 ft	Exceeds the max. height by 11 ft
Horizontal clearance	2 ft clearance from a driveway or street curb	10 ft	None
Ground support and placement?	(a) Detached signs must be supported and permanently placed by embedding, anchoring, or connecting the sign in such a manner as to incorporate it into the landscape or architectural design scheme. (b) A detached sign may not occupy an area designated for parking, loading, walkways, driveways, fire lane, easement, traffic portion of the right-of-way or other areas required to remain unobstructed.	Existing pole in landscaped area	None
Illumination allowed?	Yes – See EMC §10-5.1709.8 for standards.	Internal and external halo illumination	None
Landscaping required?	Yes - 15 sf or one-half of the surface area of the sign, whichever is greater.	Existing landscape	None
Projecting and suspended signs (EMC §10-5.1708.1)			
Max. number	1 per tenant frontage	1	None
Max. Area	24 sf	19.51 sf	None
Max. height	Height of building = 29 ft	12 ft above ground at highest point	None
Max. projection from building wall	8 ft	5.08 ft	None
Illumination allowed?	Yes - see EMC §10-5.1709.8 for standards	Internal	None
Vertical and horizontal clearance	(a) Signs projecting over any public walkway or walk area must have an overhead clearance of at least eight feet and require an Encroachment Permit. See Figure 17-18. (b) Signs must maintain a minimum two-foot horizontal clearance from a driveway or street curb.	N/A because not projecting over any public walkway or walk area	None