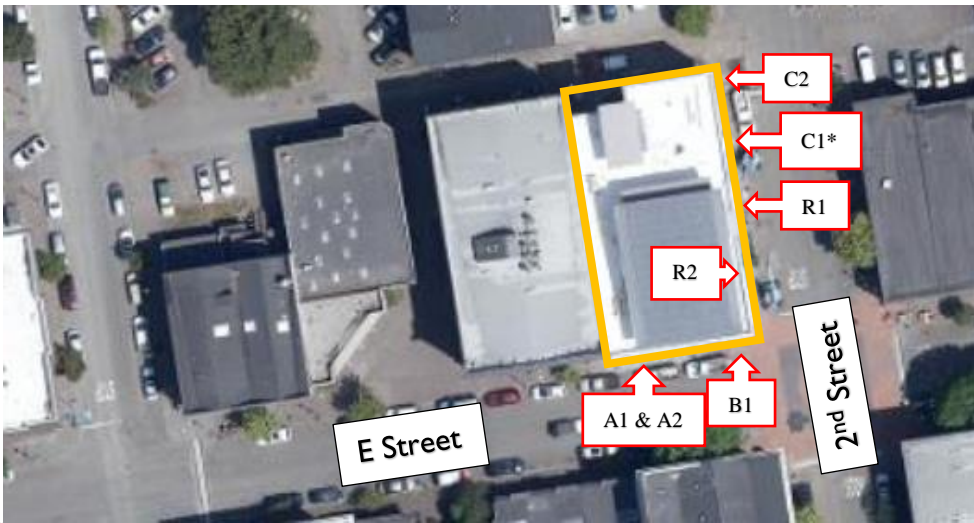


Title:	ACGC 2 nd and E Multi-Story Building Master Sign Permit
Project:	Master Sign Permit SGNM-24-I
Location:	339 2 nd Street (aka 337 2 nd Street)
APN:	001-052-004
Applicant:	ACGC Inc.
Property Owner:	Northern Humboldt Property Development LLC Co
Purpose/Use:	A Master Sign Program for a multi-story building.
Application Date:	February 15, 2024
General Plan:	C-RC – Core Retail Commercial
Zoning:	CW – Commercial Waterfront
CEQA:	Exempt under §15301, Existing Facilities
Staff Contact:	Alexandra Gonzalez, Assistant Planner
Recommendation:	Hold a public hearing; and Adopt a resolution finding the project is exempt from CEQA, and conditionally 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 Master Sign Permit at 339 2nd Street (APN 001-052-004).”</i>

Figure 1: Location Map



Figure 2: Site Map Showing Location of Signs (See Table I below for the sign inventory. R1, R2, A2, and C2 are not installed at this time; A1 and B1 are already installed and permitted; and C1* was installed without a permit)



PROJECT SUMMARY

The applicant is requesting 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. 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 installed (A1 and B1) and two of which are projecting/blade signs that are not yet installed (A2 and C2). The remaining three signs are not yet permitted and include a newly proposed projecting/blade sign to be installed on the fourth story (R2), a newly proposed wall sign to be installed on the ground floor (R1), and an existing ground-floor canopy sign that was installed without a permit (C1). All signs comply with the sign standards found in Eureka Municipal Code (EMC) §10-5.1708 (Sign standards), but because a sign is proposed above the ground floor (on the fourth story), a Master Sign Permit is required per EMC §10-5.1708.3 (Multi-story buildings). All Master Sign Permit applications must include a proposed Master Sign Program that identifies the placement, size, materials, type and general design of all signs located on the site, including both existing and proposed signs. As a result, the subject Master Sign Permit application covers all seven signs, including those already permitted and installed.

Background

The 0.15-acre property is located in the heart of Old Town, and contains a mixed-use building with three ground floor and one fourth story commercial tenant spaces and 13 residential dwelling units. The site is located in the Coastal Zone, within the CW – Commercial Waterfront zoning district, and is designated C-RC – Core Retail Commercial. The property is surrounded by visitor- and local-serving businesses like Los Bagels Restaurant, Booklegger, and Siren’s Song Tavern Bar. The Eureka Boardwalk along Humboldt Bay is located one block north.

As discussed above, the applicant proposes a total of seven signs with variations in sign type and in permitting and installation status. The proposal includes one fourth-story projecting sign and one ground-floor wall sign for a rooftop restaurant (R1 and R2; Figure 3), one canopy sign and one blade/projecting sign for ground-floor Tenant A (A1 and A2; Figures 4 and 5), one canopy sign for ground-floor Tenant B (B1; Figure 6), and one canopy sign and one blade/projecting sign

for ground-floor Tenant C (C1 and C2; Figures 7 and 8). The two ground-floor blade/projecting signs (A2 and C2; Figures 5 and 8) were previously approved with an Administrative Sign Permit, but are not installed, and, per the applicant, will not be installed unless a tenant requests alternative signage.

As listed in Table 1: Sign Inventory below (and included in the applicant's plans in Attachment 3), the east building wall (facing E Street) will include the following signs:

- (1) an externally-illuminated "Rooftop Japanese Restaurant and Bar" projecting sign on the fourth story;
- (2) an externally illuminated "Rooftop Japanese Restaurant and Bar" wall sign on the ground floor at the primary entrance to the new restaurant;
- (3) a metal "Tulip" cut out letter canopy sign on the ground floor (installed without permits); and
- (4) a "Tulip" projecting blade sign on the ground floor (not installed).

The south building wall (facing 2nd Street) will include the following signs, all on the ground floor:

- (5) a metal "Good relations" cut out letter canopy sign;
- (6) a metal "ACGC inc." cut out letter canopy sign; and
- (7) a wooden projecting sign (not installed).

Figure 3: Proposed design for the ground-floor wall and third-floor projecting blade sign for Tenant D (Rooftop restaurant) (R1 and R2) as submitted by applicant

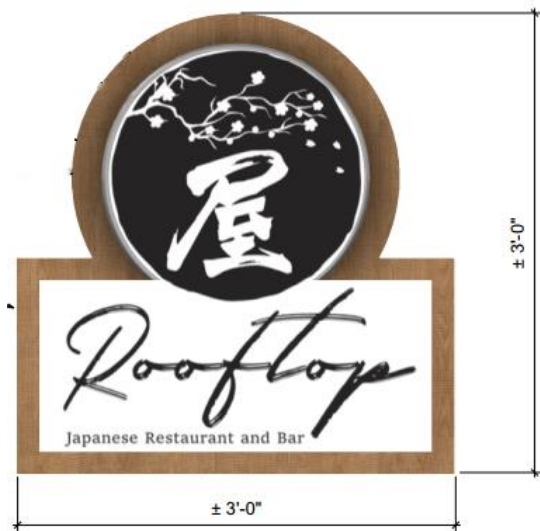


Figure 4: Street view of Tenant A canopy sign (A1) (Good Relations) taken March 07, 2024



Figure 5: Proposed design for the ground-floor projecting blade sign for Tenant A (A2) (not installed)

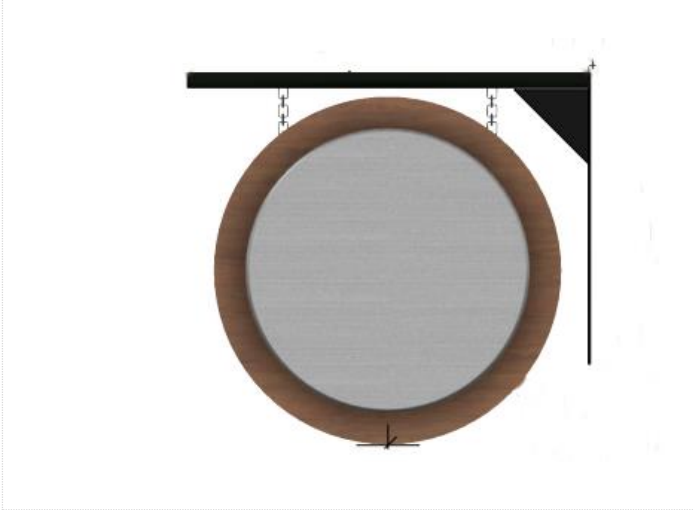


Figure 6: Street view of Tenant B canopy sign (B1) (ACGC Inc.) taken March 07, 2024



Figure 7: Street view of Tenant C canopy sign (C1) (Tulip) installed without a permit, taken March 07, 2024



Figure 8: Proposed design for the ground-floor projecting blade sign for Tenant C (C2) (Tulip) (not installed)



Table 1: Sign inventory (Sign ID below correlates with Sign ID in applicant plans found in Attachment 3)

Sign Inventory								
sign ID in plans	Type	Status	Copy (message conveyed)	Height (ft)	Width (ft)	Length (ft)	Total Area (sf)	Illumination?
R1	Wall	Proposed - Not installed	Rooftop Japanese Restaurant and Bar (Tenant D)	3 ft	4 in	3 ft	9 sf	Yes External
R2	Projecting/blade	Proposed - Not installed	Rooftop Japanese Restaurant and Bar (Tenant D)	3 ft	4 in	3 ft	9 sf	Yes External

A1	Canopy	Approved Administratively - Installed	Good relations (Tenant A)	1 ft	0.25 in	9.6 ft	9.6 sf	No
A2	Projecting/ blade	Approved Administratively - Not installed	Copy face to be submitted if installed	3.08 ft	N/I	3.08 ft	9.5 sf	No
B1	Canopy	Approved Administratively - Installed	ACGC Inc + company logo (Tenant B)	1.5 ft	0.25 in	6.92 ft	7.3 sf	No
C1	Canopy	Installed without permits	Tulip (Tenant C)	1.8 ft	0.25 in	5.8 ft	10.44 ft	No
C2	Projecting/ blade	Approved Administratively - Not installed	Tulip (Tenant C)	1.5 ft	0.25 ft	3.3 ft	5 sf	No

Applicable Regulations

Per EMC §10-5.1708.3 (Multi-story buildings), the sign standards in Tables 17-2 through 17-10 (in EMC §10-5.1708 [Sign standards]) apply only to ground-floor tenants and uses. 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. While all of the proposed signs comply with sign standards, the fourth-story sign triggers the need for a Master Sign Permit. The purpose of the Master Sign Permit is to provide a coordinated approach to signage for large, multi-tenant, and multi-story sites/buildings. The proposed Master Sign Permit will not only authorize the forth-story projecting blade sign, but will authorize all currently existing and proposed signs, and any future signs, under a Master Sign Program for the entire site.

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 two of the proposed signs (for the rooftop restaurant) are externally-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.

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.

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 2 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 the 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 2: Master Sign Program Standards Specific to 339 2nd Street

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 features	The design of any new/modified building signs must exhibit a similar 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.	

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 subject property has land use and zoning designations of Core Retail Commercial (C-RC) and Commercial Waterfront (CW). The intent of the C-RC designation is to promote intensive retail commercial uses and to maintain the compactness of the retail area in the Core Area. The purpose of the CW zoning designation is to protect and provide for nearshore development of recreational, visitor-serving, and commercial uses. The existing four-story, mixed-use building is located in the heart of Old Town (a Historic District), a City center for tourism, recreation, leisure activities, and shopping. The building provides one new rooftop restaurant and bar on the fourth story, residential dwelling units on the second and third stories, and two retail spaces and

an office on the ground floor. The projecting blade sign on the fourth story and the wall sign on the ground floor are intended to bring attention to the only rooftop restaurant in Eureka, which is a new unique visitor-serving use. The other canopy and projecting blade signs complement the architecture of the existing building, are aesthetically pleasing, of appropriate scale, and harmonious with surrounding buildings, many of which have projecting blade signs. All of the signs are intended to support a mix of commercial development (retail and office) that enhances the commercial vibrancy between Eureka's central business district and Humboldt Bay. For these reasons, the proposed signs support, and therefore are consistent with, the purposes of the C-RC/CW land use/zoning designations.

The applicant does not propose any deviations from the sign standards in EMC §10-5.1708 (Sign standards) which are only applicable to ground-floor signs, and the rooftop projecting blade sign complies with ground-floor sign standards even though it is not a required to do so. Furthermore, a review of the Local Coastal Program shows the proposed signs do not conflict with any of the certified policies, and no specific or area plan has been adopted by City Council in this area. Therefore, all of the signs in the proposed Master Sign Program 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.**
- 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.**

There is only one large, multi-story building on the site. The overall architectural style of the building is of modern design with a mix of traditional elements like transparent storefronts oriented to the street frontage and nestled into the spaces created by a series of structural bays, which respects the historic scale and design of surrounding older, more traditional buildings located near it. The façade is broken up by different wall projections and materials and features a combination of dark and muted tones. Because the building is located in the heart of Old Town, the City's premier visitor-serving commercial district where the speed-limit is 25-mph, and a pedestrian environment is provided with 12-foot-wide sidewalks, the smaller sizes of the proposed and existing signs are compatible with the slower vehicle traffic speed and the walkable nature of Old Town. Considering the site includes a rooftop restaurant, the fourth-story externally- illuminated projecting blade sign is proportionately sized and positioned to be visible from the street. (Findings 6 and 7)

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. The three canopy signs depicting the business names are all placed above the main entrance of their respective businesses, and are all made of metal with a cut-out letter design and no illumination. These signs do not have any blaring differences in design features and therefore can be considered a unified and coordinated approach in material and placement on the building. The new projecting sign on the third floor/fourth story, and the ground-floor wall sign, each associated with the new rooftop restaurant, are identical in design and illumination. Although they are not the same in design as the other existing canopy signs, they still use black and muted tones, which creates consistency in the general design of the all of the signs on the building. The two proposed projecting signs (E3 and E7) are not installed, but by design, the structural elements (i.e. mounting features and copy face backdrop) consist of

black and muted tones, and therefore will also be in harmony with the other proposed signs if and when they are installed. (Finding 2)

For all these reasons, the proposed Master Sign Program features a unified and coordinated approach to the materials, size, type, placement, and general design of signs for a multi-story, mixed-use building.

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.

All six ground-floor signs comply with the applicable standards for wall, projecting, and canopy signs found in EMC §10-5.1708 (Sign standards), and the rooftop projecting blade sign complies with ground-floor sign standards even though it is not a required to do so with approval of a Master Sign Permit. Therefore, the only requested deviation is to allow a sign above the ground floor for a new restaurant located on the fourth story. (Finding 3)

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 three sign types (wall, projecting/blade, and canopy) 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 two of the new signs are externally-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. Also, the project is conditioned to obtain applicable building permits to ensure the signs are appropriately attached to the building. As a result, the proposed Master Sign Program will meet all of the 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 2 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. (Findings 4 and 5)

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 to allow tenant signs above the ground floor, in combination with the allowed signs on the ground floor, with the condition that any proposed modifications or new signs must be consistent with Table 2: Master Sign Program Standards for 339 2nd Street described above, as well as any sign standards in EMC Article 17 not included in the allowed deviations, and are allowed with an Administrative Sign

Permit. Any proposed sign changes inconsistent with the Master Sign Program will require an amendment to the Program.

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 March 15, 2024. In addition, a public hearing notice sign was posted on the site on or before March 15, 2024.

STAFF CONTACT

Alexandra Gonzalez, Assistant Planner, 531 K Street, Eureka, CA 95501;
planning@ci.eureka.ca.gov; (707) 441-4211

DOCUMENTS ATTACHED

Attachment 1: Design Review Committee Resolution
Attachment 2: Sign standards and proposed deviations
Attachment 3: Applicant submitted material

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 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)(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 features	The design of any new/modified building signs must exhibit a similar 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:

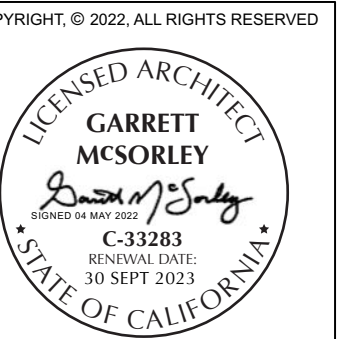
AYES: COMMITTEE MEMBER
 NOES: COMMITTEE MEMBER
 ABSENT: COMMITTEE MEMBER
 ABSTAIN: COMMITTEE MEMBER

 Cassidy Banducci, Chair,
 Design Review Committee

Attest:

 Caitlin Castellano, Executive Secretary

Sign Standards (Ground Floor) for the CW Zoning District and Proposed Deviation ACGC 2nd and E Multi-Story Building Master Sign Permit			
Description	Standard	Proposed	Deviation
Projecting and suspended signs (Table 17-5)			
Max. number	1 per tenant frontage	3	None
Max. Area	18 sf per tenant frontage	Tenant A= 9.5 sf Tenant C = 5 sf Tenant D= 9 sf	None, except Tenant D sign above ground floor
Max. height	Height of building	Tenant A = 3.08 ft Tenant C = 1.5 ft Tenant D = Below roof line @ 44ft	None
Max. projection from building wall	8 ft	Tenant A = 3.67 ft Tenant C = 3.67 ft Tenant D = 3.25 ft	None
Illumination?	Yes - see 10-5.1709.8	Tenant A and C: None Tenant D: Externally Illuminated	None
Vertical and horizontal clearance	See 10-5.1709.9 – Signs that project over any public walkway or walk area must have an overhead clearance of at least eight feet and require encroachment permit. Signs must maintain a minimum two-foot horizontal clearance from a driveway or street curb.	Tenant A: Overhead clearance = 9.67 ft; Horizontal Clearance = 8.67 ft Tenant C: Overhead clearance = 9.3 ft; Horizontal Clearance = 6ft Tenant D: Overhead clearance = 44 ft Horizontal clearance = 3.25 ft	None
Awning/Canopy signs (Table 17-6)			
Max. number	No max.	3	None
Max. area	25 sf or area of awning or canopy fascia, whichever is less	Tenant A = 9.6 sf Tenant B = 7.3 sf Tenant C = 10.44 sf	None
Max. height (canopy signs)	Height of canopy fascia; 3 ft for signs atop canopy	Tenant A = 1 ft Tenant B = 1.5 ft Tenant C = 1.5 ft	None
Max. width	The building wall to which it is attached or the tenant space it identifies	Tenant A = 2.3 ft Tenant B = 2.3 ft Tenant C = 2.3 ft	None
Maximum projection from building wall	No max.	Approx. 2 ft	None
Wall signs (Table 17-2)			
Max. number	2 per tenant frontage	1	None
Max. Area (applies to all walls signs on a tenant frontage)	1-sf per linear foot of tenant frontage (32 sq. ft. per tenant frontage maximum)	9 sf	None
Max. height	Roof/parapet	4.75 ft	None
Max. projection from building wall	6 in	4 inches	None
Illumination?	Yes, external and internal	Externally Illuminated	None



GARRETT M. SORLEY ARCHITECTURE
 garrett.mcsorley@gmail.com
 PO Box 2472
 McKinleyville, CA 95519
 707.633.9283

OWNER:
 WILL ADAMS
 HUMBOLDT DEVELOPMENT
 COMPANY, LLC
 217 E STREET
 EUREKA, CA 95501
 707-443-6000

329 2nd STREET
 MIXED-USE
 329 2nd STREET
 EUREKA, CALIFORNIA, 95501
 ASSESSOR PARCEL NUMBER: 001-052-004

MASTER SIGN PLAN

Drawing Status:
FOR PERMIT APPROVAL
 Issue Date:
04 MAY 2022
 Revisions:
 1 24 JUNE 2022 PLAN REVIEW COMMENTS
 2 20 MAR 2023 CEDAR BLOCK LAYOUT
 3 04 OCT 2023 SIGNS: TENANTS A,B,&C
 4 27 FEB 2024 SIGNS: TENANT R

A5.3



TABLE 17-5: PROJECTING AND SUSPENDED SIGNS:

Standard [1]	Zone District	
	CN, CW, OR	CS, MC, MG, ML
Max. number	1 per tenant frontage	1 per tenant frontage
Max. area	18 sq. ft. per tenant frontage	24 sq. ft. per tenant frontage
Max. height	Height of building to which it is attached	
Maximum projection from building wall	8 ft.	

Notes:
 [1] Standards apply only to ground-floor tenants and uses. See 10-5.1708.3 (Multi-story buildings).
 [2] The Building Code may require a projection less than eight feet

TABLE 17-6: AWNING / CANOPY SIGNS:

Standard	Zone District	
	CN, CW, ML, OR	CS, MC, MG
Max. number	No max.	
Max. area	25 sq. ft. or area of awning or canopy fascia, whichever is less	35 sq. ft. or area of awning or canopy fascia, whichever is less
Max. height (awning signs)	Height of awning area	
Max. height (canopy signs)	Height of canopy fascia; 3 ft. for signs atop canopy	Height of canopy fascia; 4 ft. for signs atop canopy
Max. width	The building wall to which it is attached or the tenant space it identifies	
Maximum projection from building wall	No max.	

Note: Standards apply only to ground-floor tenants and uses. See 10-5.1708.3 (Multi-story buildings).

MASTER SIGN PLAN NOTES:
 THIS MASTER SIGN PLAN IS SUBMITTED IN ORDER TO GAIN APPROVAL OF THE TWO SIGNS SERVING THE 4th FLOOR TENANT SPACE PER PER EMC §10-5.1707.3, IN ACCORDANCE WITH CITY OF EUREKA TITLE 10, CHAPTER 5, ARTICLE 17: SIGNS, WHICH WAS UPDATED EFFECTIVE LATE 2022. NOTE EXISTING SIGNS FOR GROUND FLOOR TENANTS WHERE PREVIOUSLY APPROVED ADMINISTRATIVELY.

1. VERIFY ALL DIMENSIONS WITH INSTALLATION CONDITIONS.
2. TENANTS ARE RESPONSIBLE FOR ALL GRAPHICS & FINAL SIGN DESIGN DETAILS. LOGOS INCLUDED IN THESE DRAWINGS MAY BE SUBJECT TO COPYRIGHT AND ARE SHOWN FOR REFERENCE ONLY.
3. NO INTERNALLY ILLUMINATED SIGNAGE.
4. PROVIDE STREET ADDRESS NUMBERS PER PUBLIC WORKS AND CBC SECTION 502.
5. COMPLY WITH CITY OF EUREKA LAND USE CODE TITLE 10 CHAPTER 5, REVISED LATE 2022.
6. TOTAL STREET FRONTAGE = 230 LF, TIMES 2 SF / LF = 460 SF MAX. FOR PARCEL ON-PREMISES SIGN AREA. NOTE THERE ARE BONUS SIGN AREAS ALLOWABLE PER SIGN REGULATION ITEM E.
7. NO SIGN ABOVE ROOF LINE.
8. SEE REGULATIONS FOR INTERIOR WINDOW SIGNS AND OTHER SIGNS NOT INCLUDED HERE.

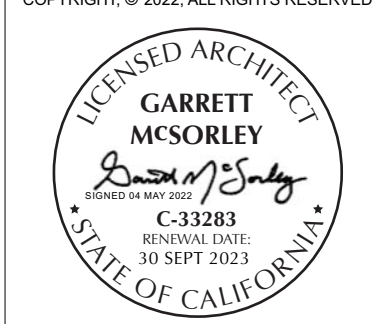
TENANT SIGNAGE SUMMARY
 THE FOLLOWING SIGNS WERE ADMINISTRATIVELY APPROVED AND ARE NOT CHANGED:

SIGN ID	SIGN TYPE	DRAWING	AWNING FASCIA AREA (SF)	MAX. SIGN AREA (SF)	NOTES
A1	AWNING FRAME	1/A7.6	10.13 SF	10 SF	
A2	BLADE	1/A7.10	N/A	18 SF	
B1	AWNING FRAME	1/A7.7	8.24 SF	6.75 SF	
C1	AWNING FRAME	1/A7.8	10.39 SF	10 SF	
C2	BLADE	3/A7.10	N/A	18 SF	

THE FOLLOWING SIGNS ARE NEW, PROPOSED UNDER THIS MASTER SIGN PLAN, AND SERVE TENANT ABOVE GROUND FLOOR LEVEL:

SIGN ID	SIGN TYPE	DRAWING	AWNING FASCIA AREA (SF)	MAX. SIGN AREA (SF)	NOTES
R1	WALL SIGN	6/A7.10	N/A	9 SF	
R2	BLADE SIGN	5/A7.10	N/A	18 SF	TWO-SIDED





GARRETT M. SORLEY ARCHITECTURE
garrett.mcsorley@gmail.com
PO Box 2472
McKinleyville, CA 95519
707.633.9283

OWNER:
WILL ADAMS
HUMBOLDT DEVELOPMENT
COMPANY, LLC
217 E STREET
EUREKA, CA 95501
707-443-6000

329 2nd STREET
MIXED-USE
329 2nd STREET
EUREKA, CALIFORNIA, 95501
ASSESSOR PARCEL NUMBER: 001-052-004

**SIGN DETAILS
TENANT A**

Drawing Status:

FOR PERMIT APPROVAL

Issue Date: **04 MAY 2022**

Revisions:

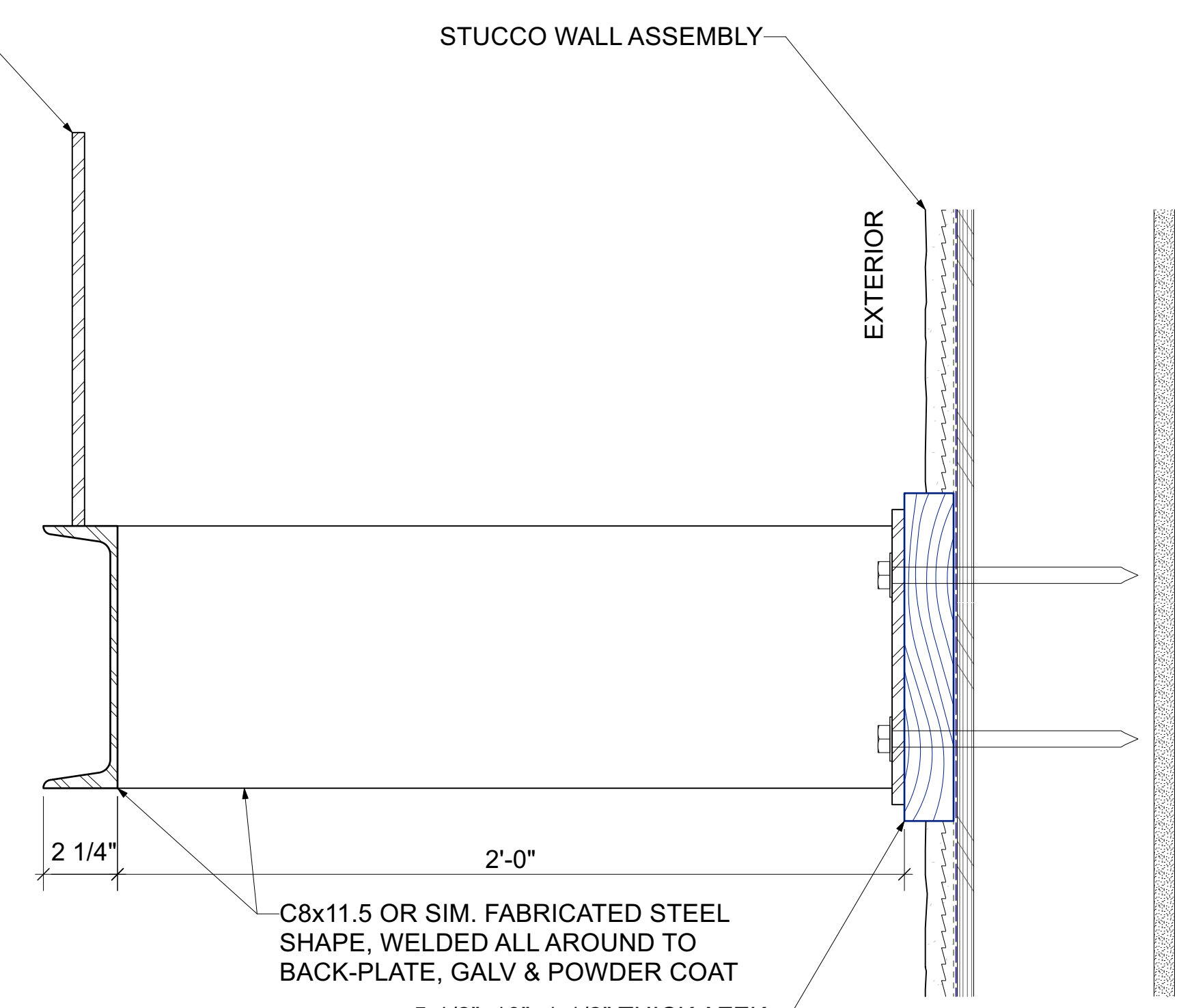
1	24 JUNE 2022	PLAN REVIEW COMMENTS
3	04 OCT 2023	SIGNS: TENANTS A,B,&C
4	06 FEB 2024	SIGNS: TENANT R

Sheet No.

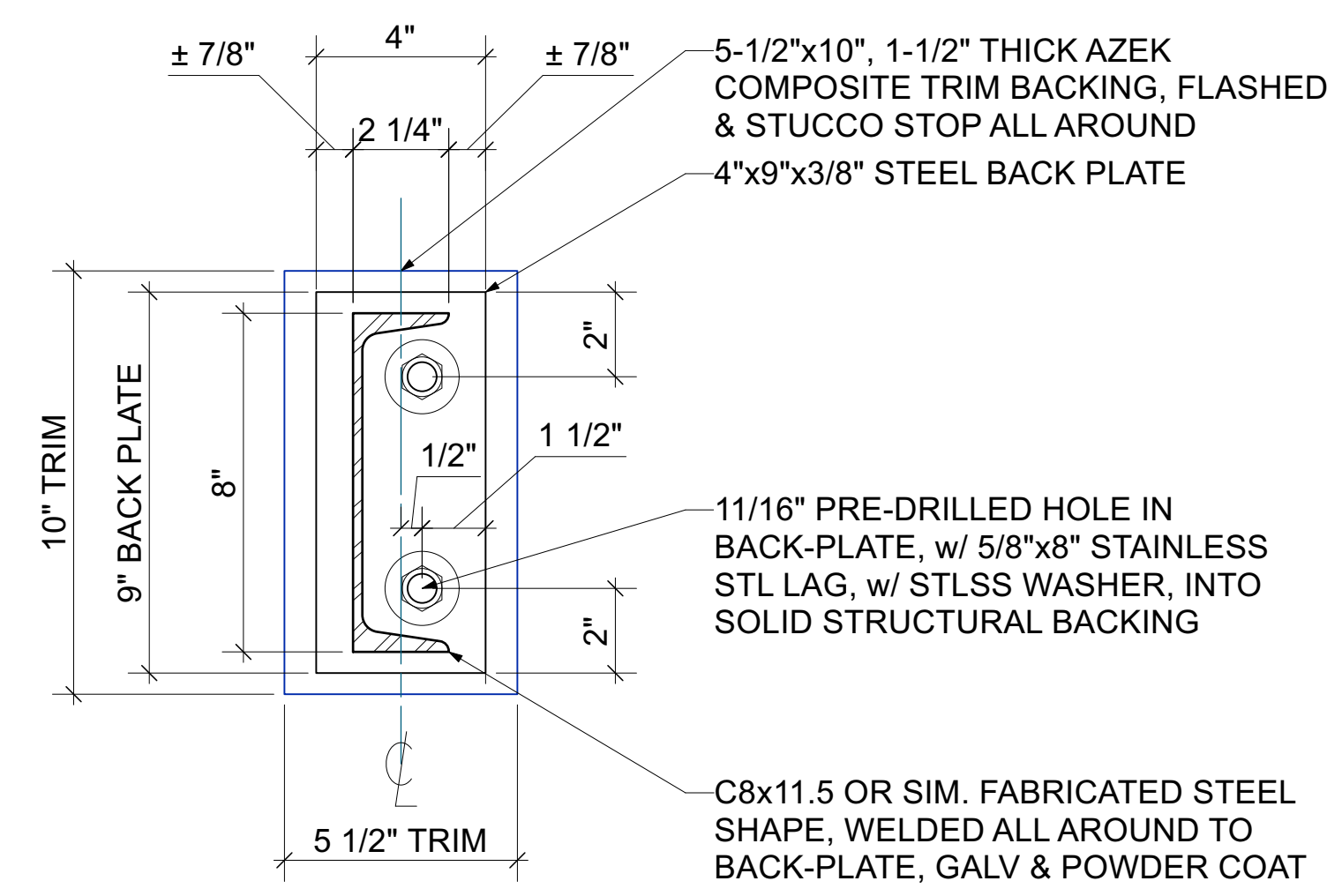
A7.6



2 FRONT ELEVATION
Scale: 1" = 1'-0"



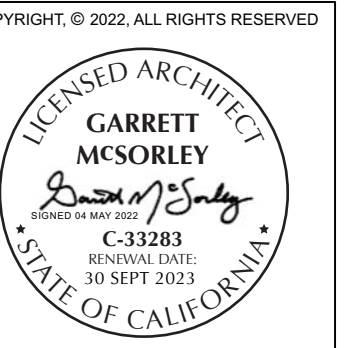
3 SIDE VIEW
Scale: 3" = 1'-0"



4 BACK PLATE DETAIL
Scale: 3" = 1'-0"



1 PLAN VIEW
Scale: 3" = 1'-0"



GARRETT M. SORLEY ARCHITECTURE
garrett.mcsorley@gmail.com
PO Box 2472
McKinleyville, CA 95519
707.633.9283

OWNER:
WILL ADAMS
HUMBOLDT DEVELOPMENT
COMPANY, LLC
217 E STREET
EUREKA, CA 95501
707-443-6000

329 2nd STREET
MIXED-USE
329 2nd STREET
EUREKA, CALIFORNIA, 95501
ASSESSOR PARCEL NUMBER: 001-052-004

SIGN DETAILS
TENANT B

Drawing Status:
FOR PERMIT
APPROVAL

Issue Date:
04 MAY 2022

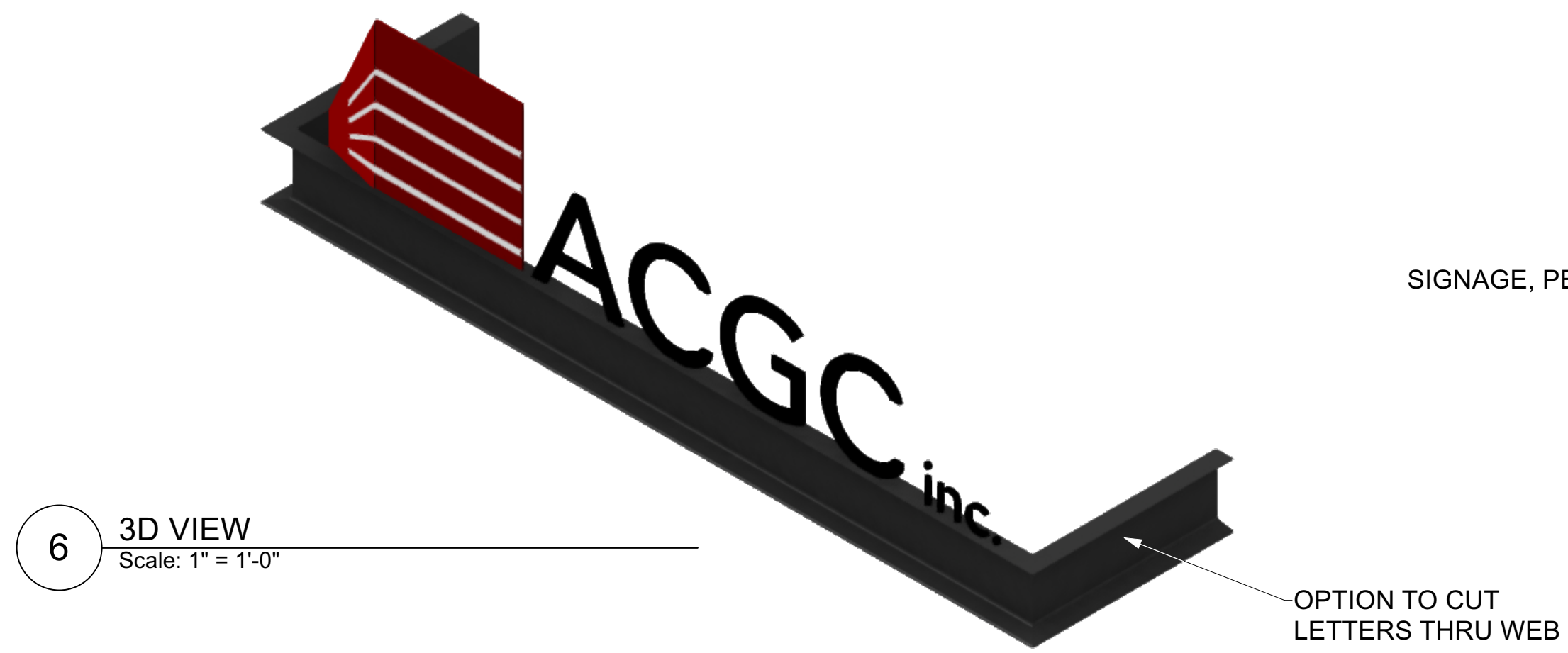
Revisions:
1 24 JUNE 2022
PLAN REVIEW COMMENTS

2 04 OCT 2023
SIGNS: TENANTS A,B,&C

3 06 FEB 2024
SIGNS: TENANT R

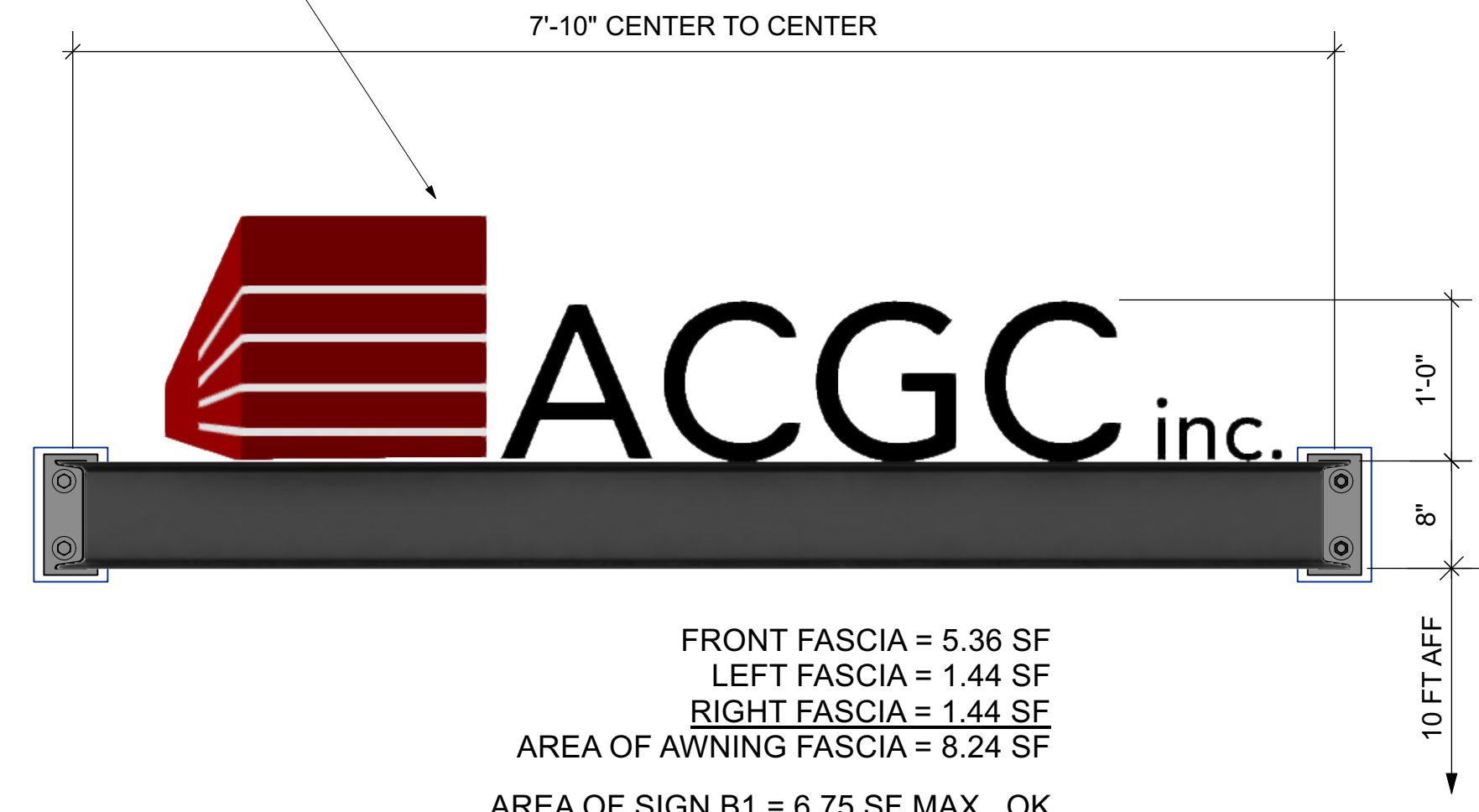
Sheet No.

A7.7



6 3D VIEW
Scale: 1" = 1'-0"

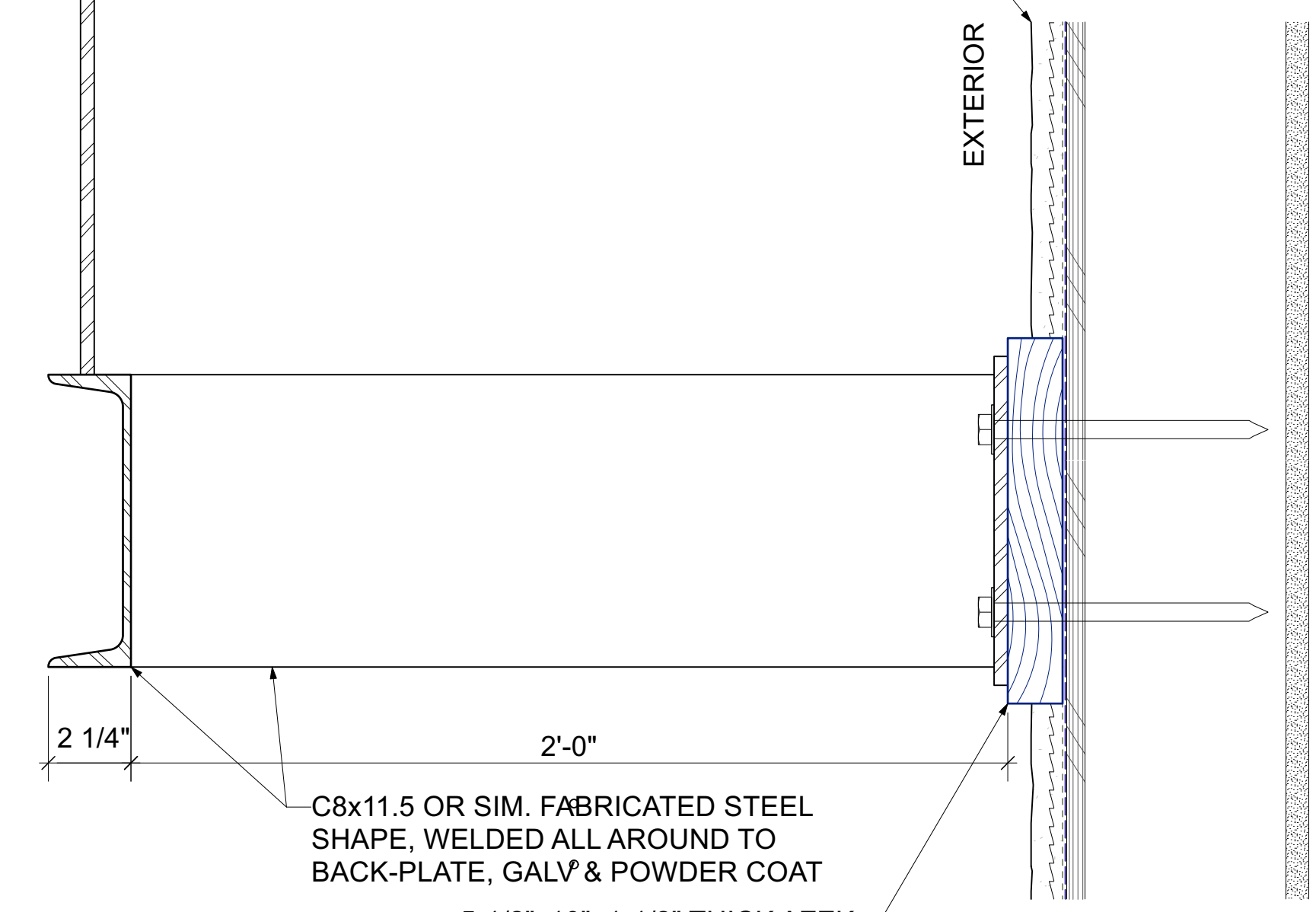
SIGNAGE, ON FRONT AND EACH SIDE, PER FABRICATOR. GRAPHICS & LAYOUT PER TENANT



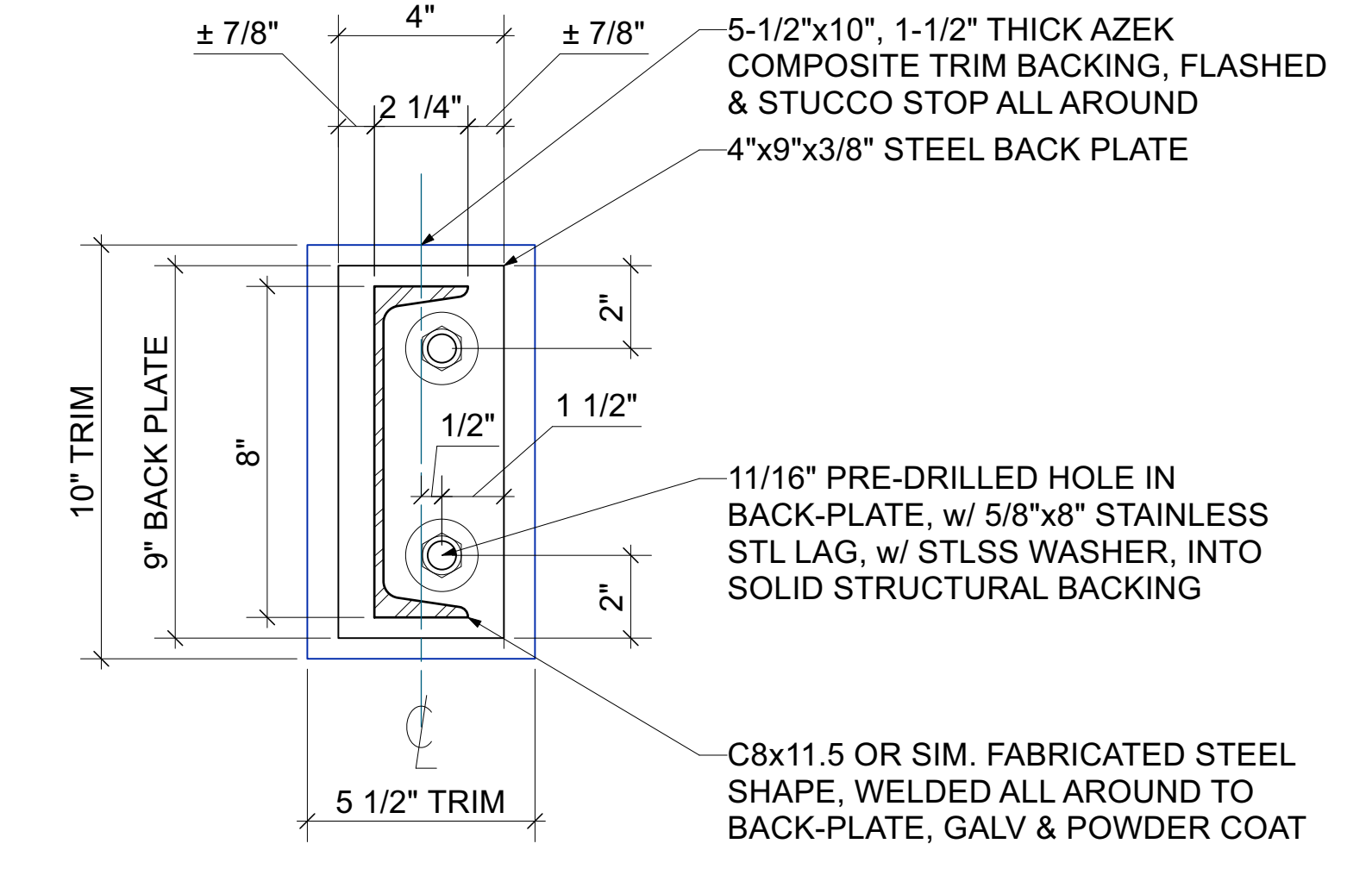
5 FRONT ELEVATION
Scale: 1" = 1'-0"

SIGNAGE, PER FABRICATOR

STUCCO WALL ASSEMBLY



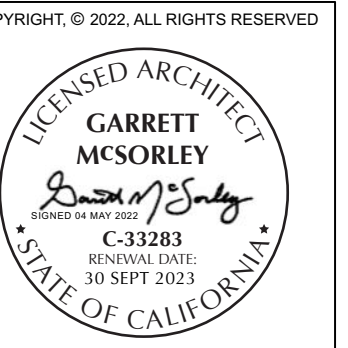
3 SIDE VIEW
Scale: 3" = 1'-0"



4 BACK PLATE DETAIL
Scale: 3" = 1'-0"



1 PLAN VIEW
Scale: 3" = 1'-0"



GARRETT M. SORLEY ARCHITECTURE
garrett.mcsorley@gmail.com
PO Box 2472
McKinleyville, CA 95519
707.633.9283

OWNER:
WILL ADAMS
HUMBOLDT DEVELOPMENT
COMPANY, LLC
217 E STREET
EUREKA, CA 95501
707-443-6000

329 2nd STREET
MIXED-USE
329 2nd STREET
EUREKA, CALIFORNIA, 95501
ASSESSOR PARCEL NUMBER: 001-052-004

**SIGN DETAILS
TENANT C**

Drawing Status:

**FOR PERMIT
APPROVAL**

Issue Date:
04 MAY 2022

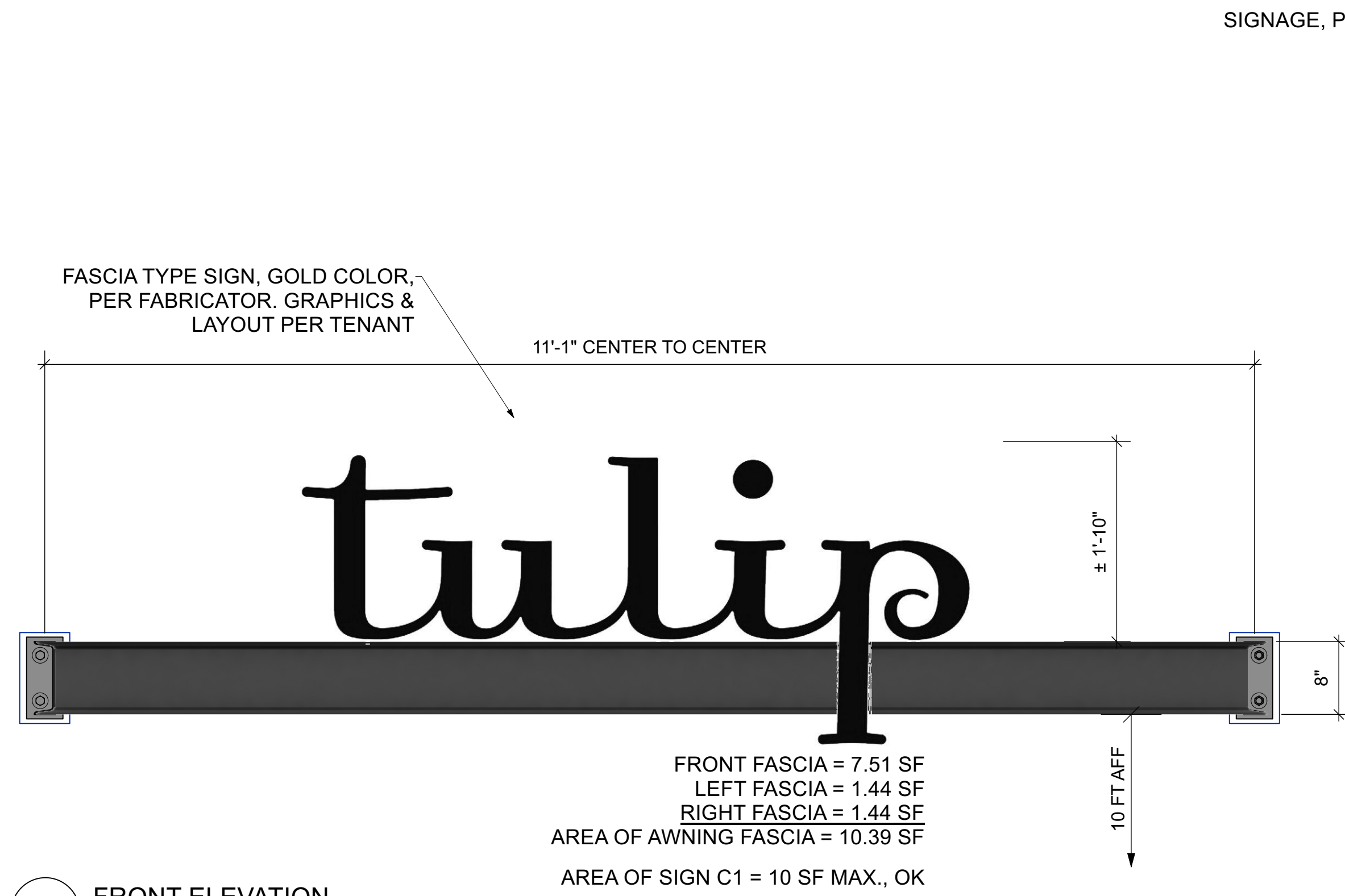
Revisions:
1 24 JUNE 2022
PLAN REVIEW COMMENTS

3 04 OCT 2023
SIGNS: TENANTS A,B.&C.

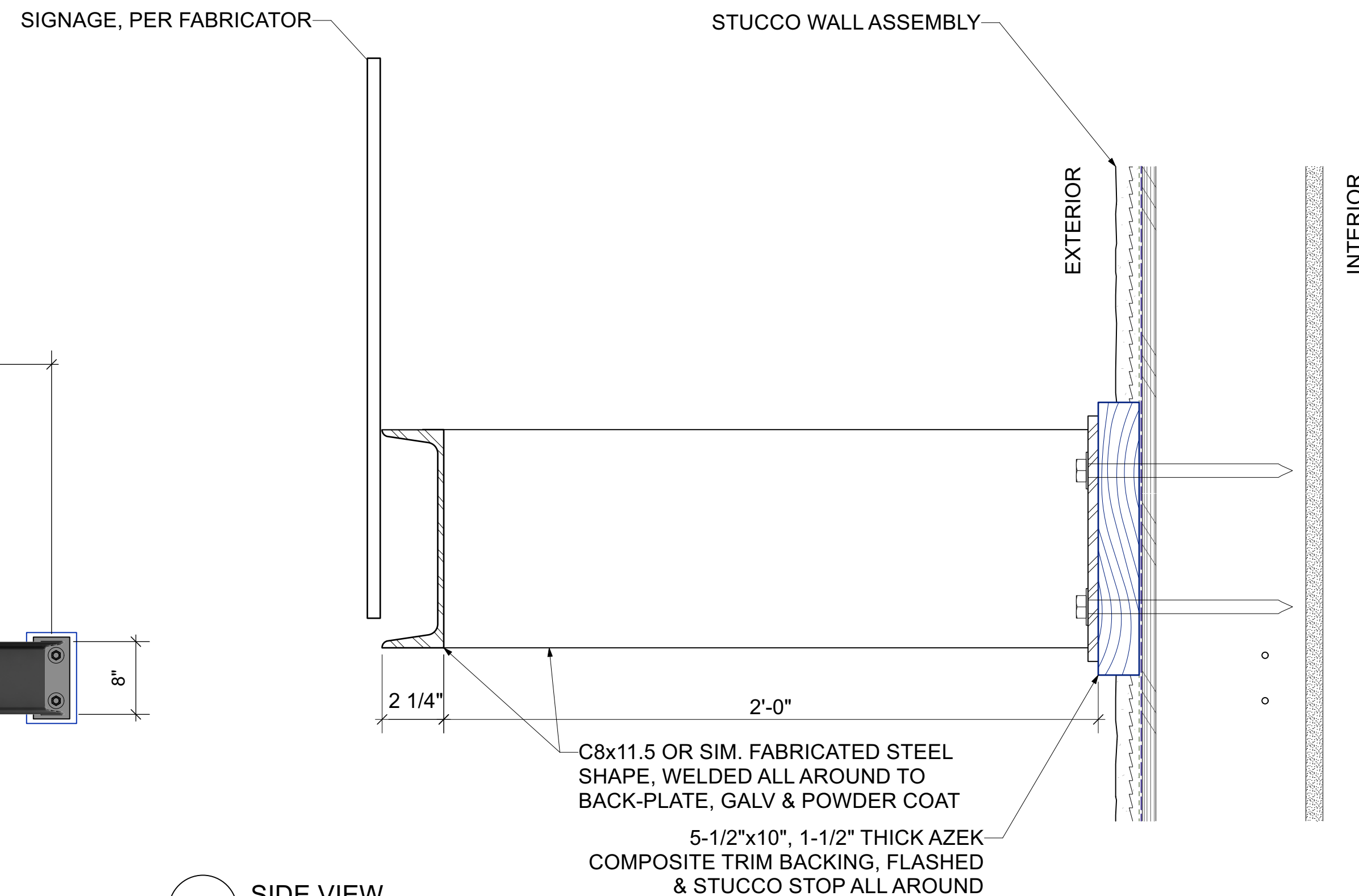
4 07 MAR 2024
SIGNS: REVISED TENANT C

Sheet No.

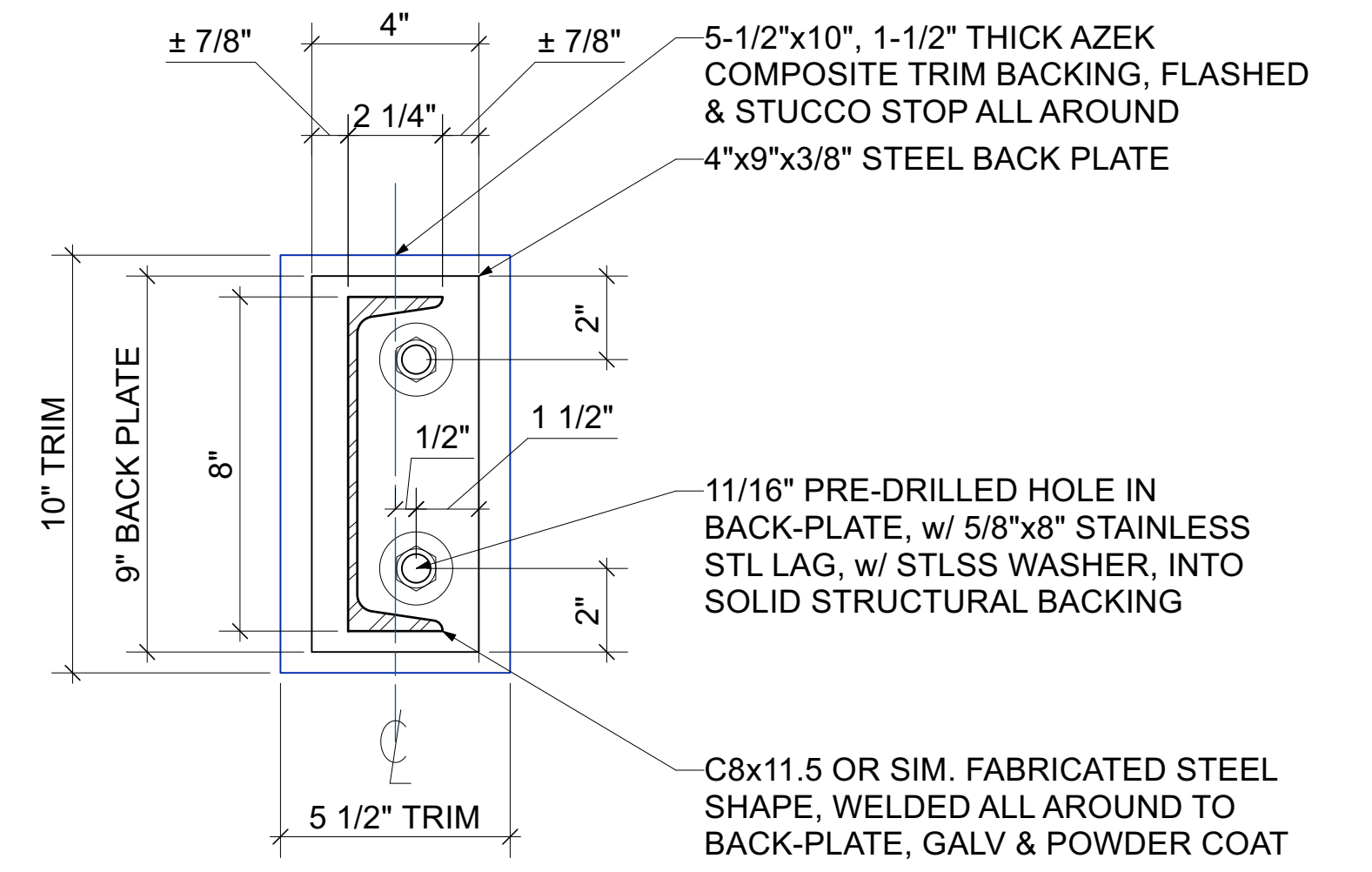
A7.8



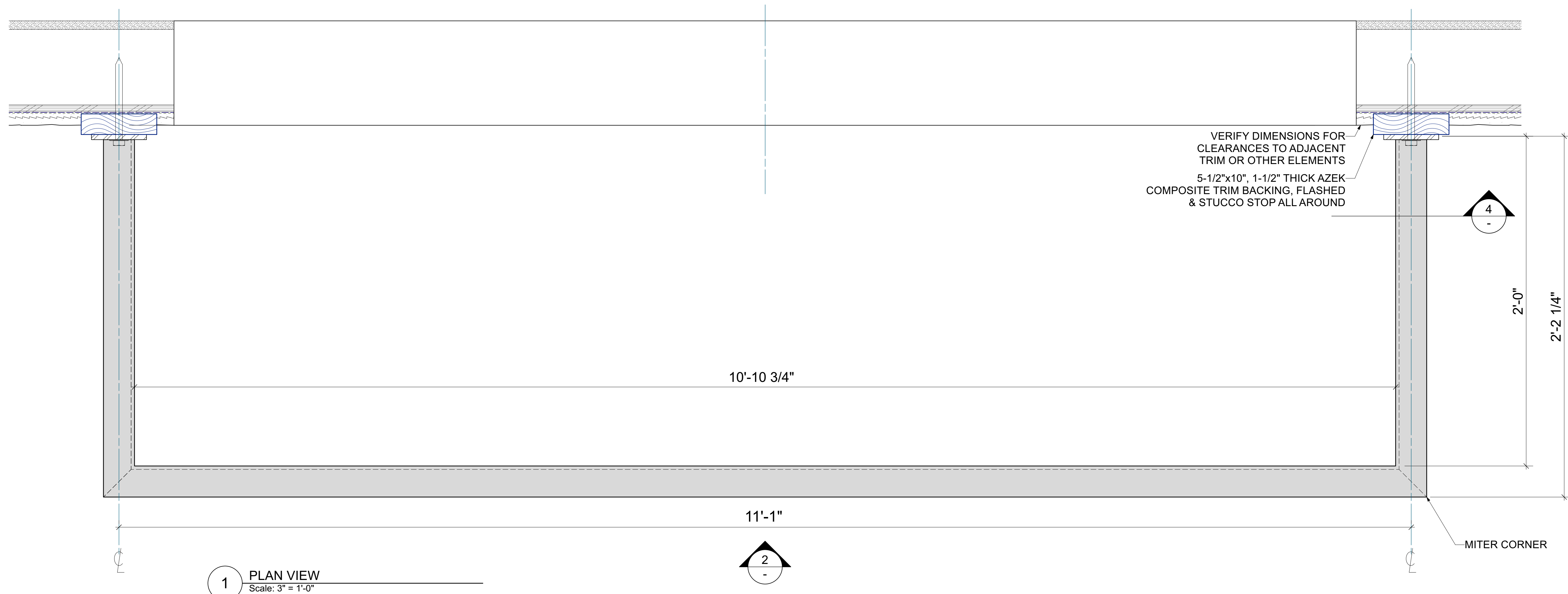
2 FRONT ELEVATION
Scale: 1" = 1'-0"



3 SIDE VIEW
Scale: 3" = 1'-0"

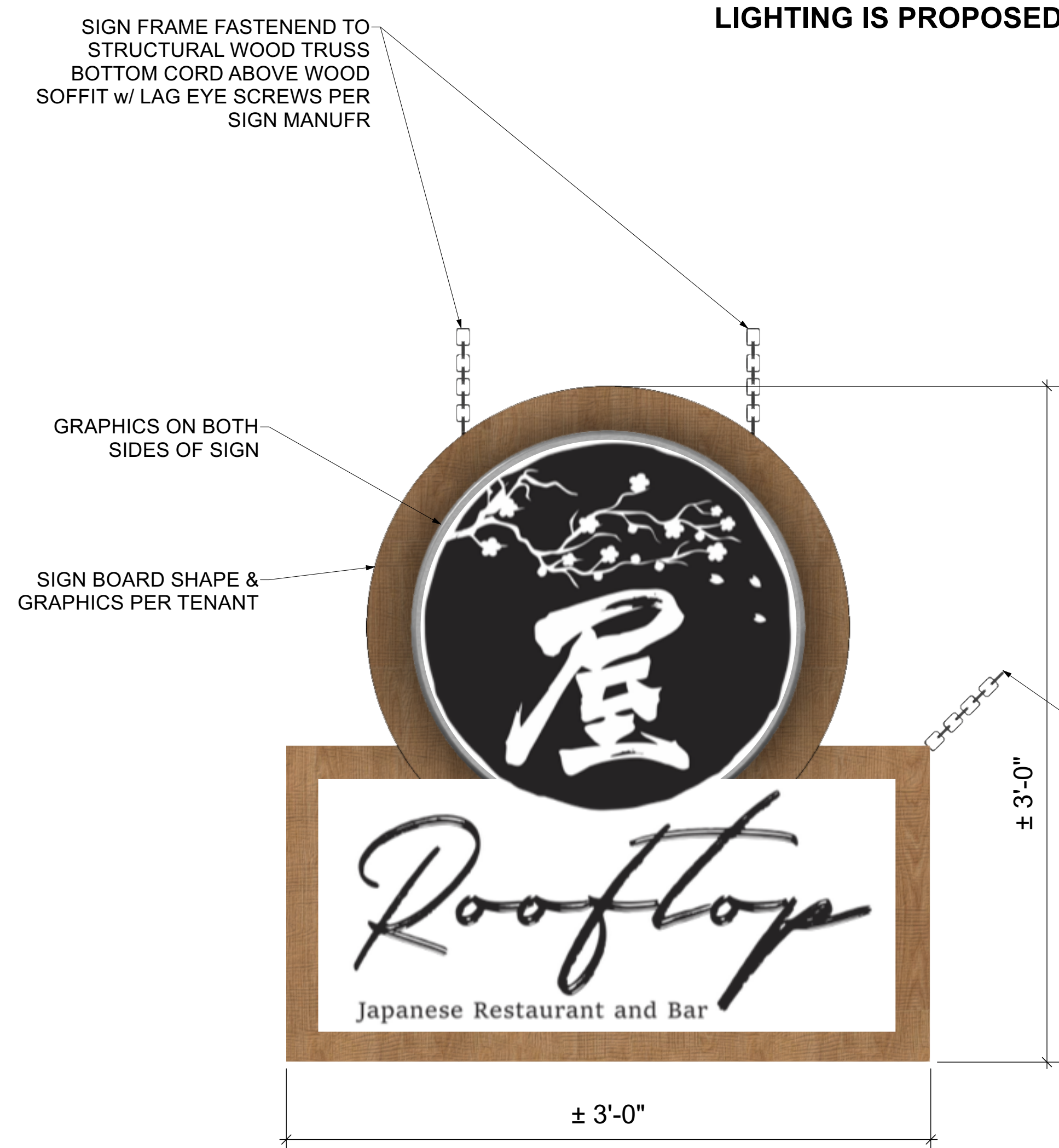


4 BACK PLATE DETAIL
Scale: 3" = 1'-0"

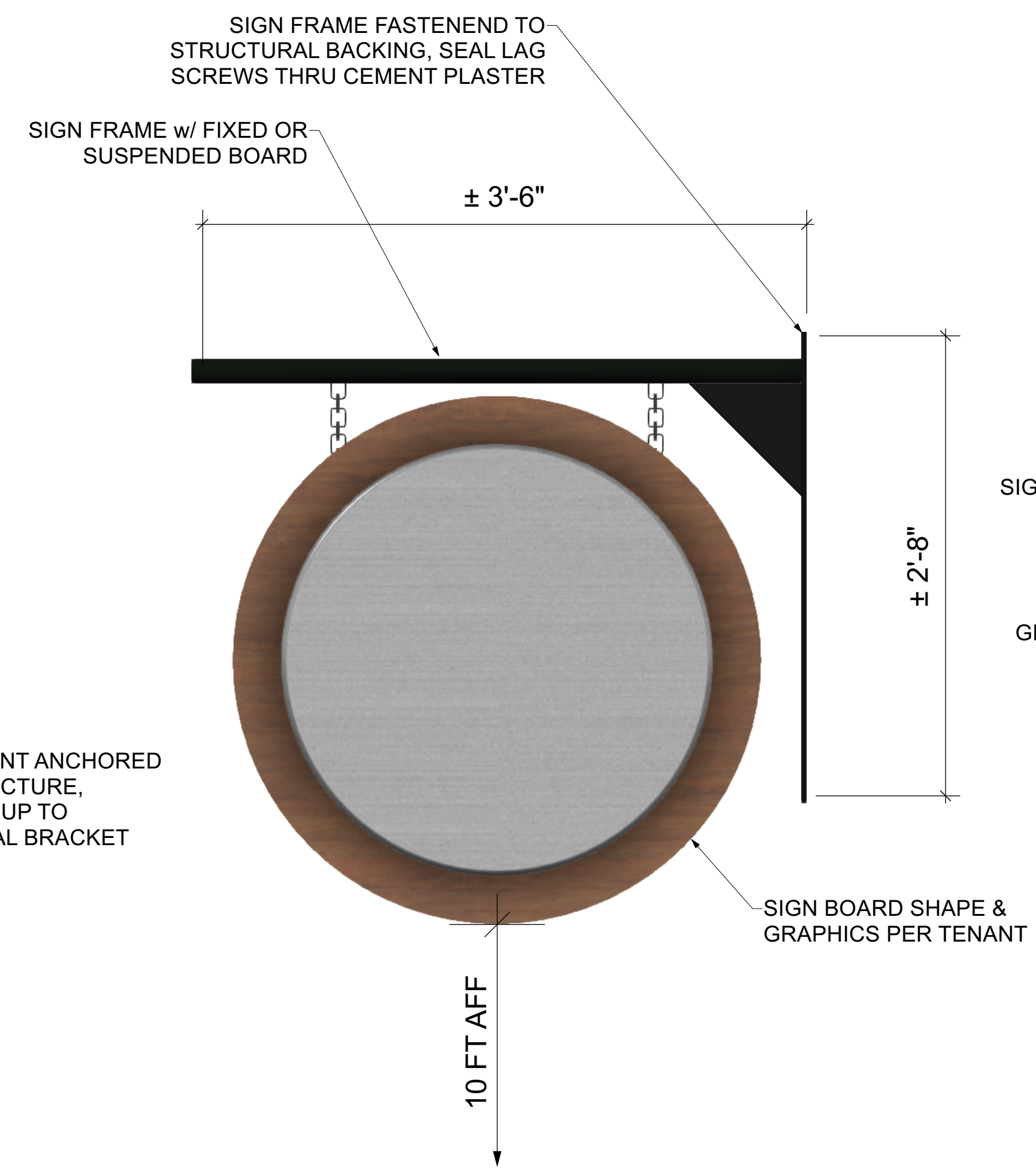


1 PLAN VIEW
Scale: 3" = 1'-0"

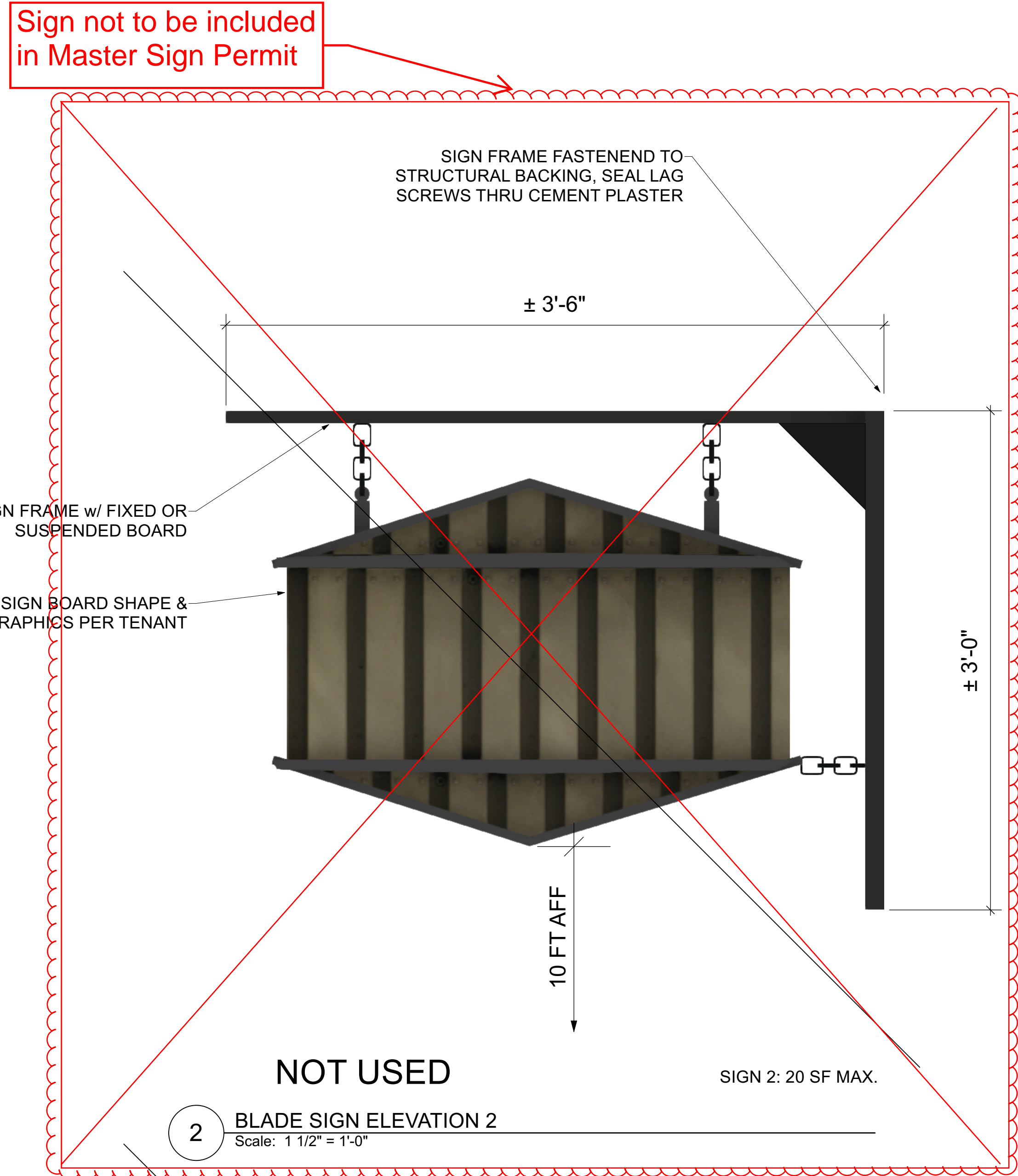
NOTE: ALL SIGNS ARE EXTERNALLY ILLUMINATED. NO INTERNAL LIGHTING IS PROPOSED.



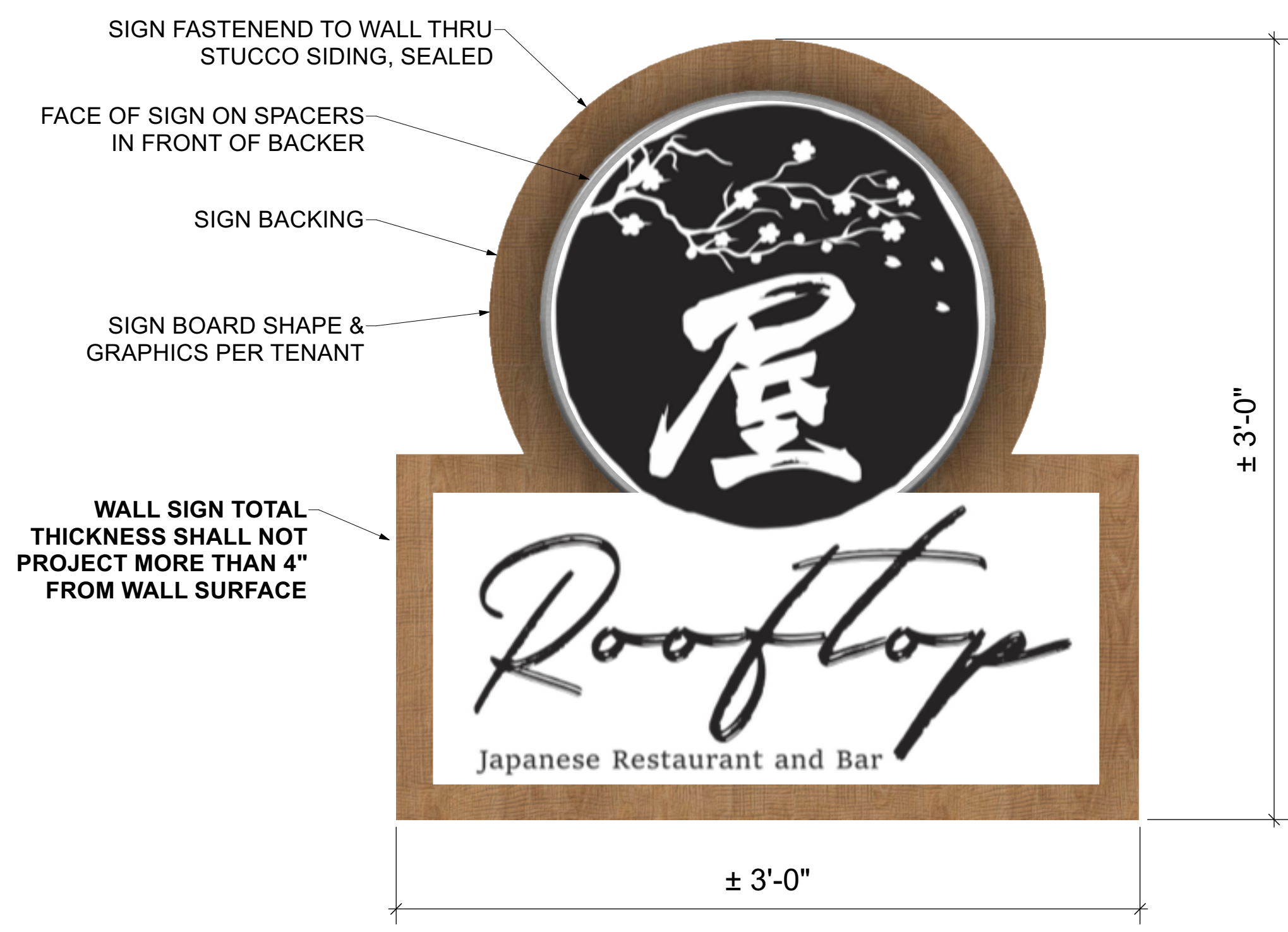
5 BLADE SIGN ELEVATION - ROOFTOP
Scale: ACTUAL SIZE



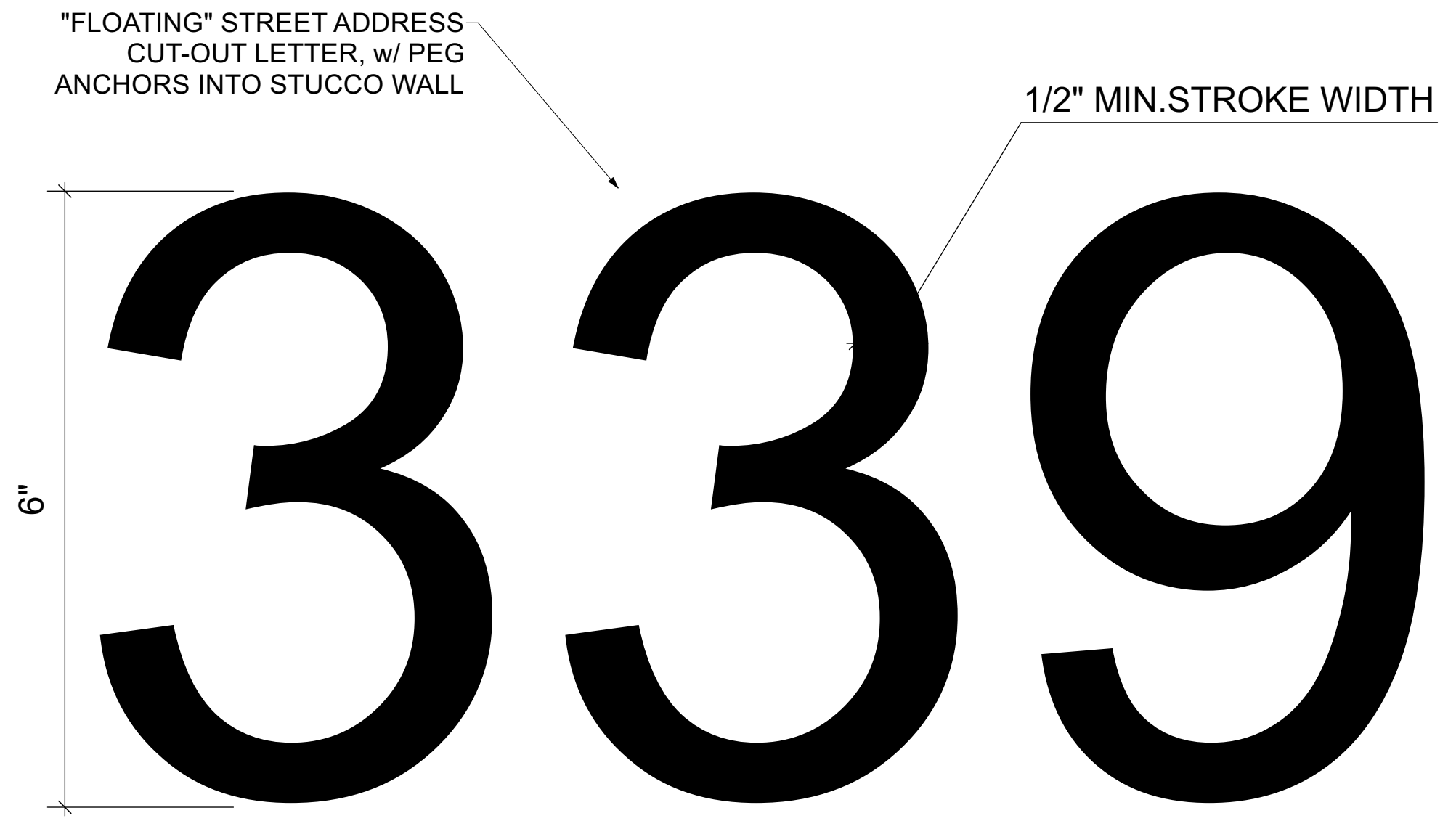
1 BLADE SIGN ELEVATION 1
Scale: 1 1/2" = 1'-0"



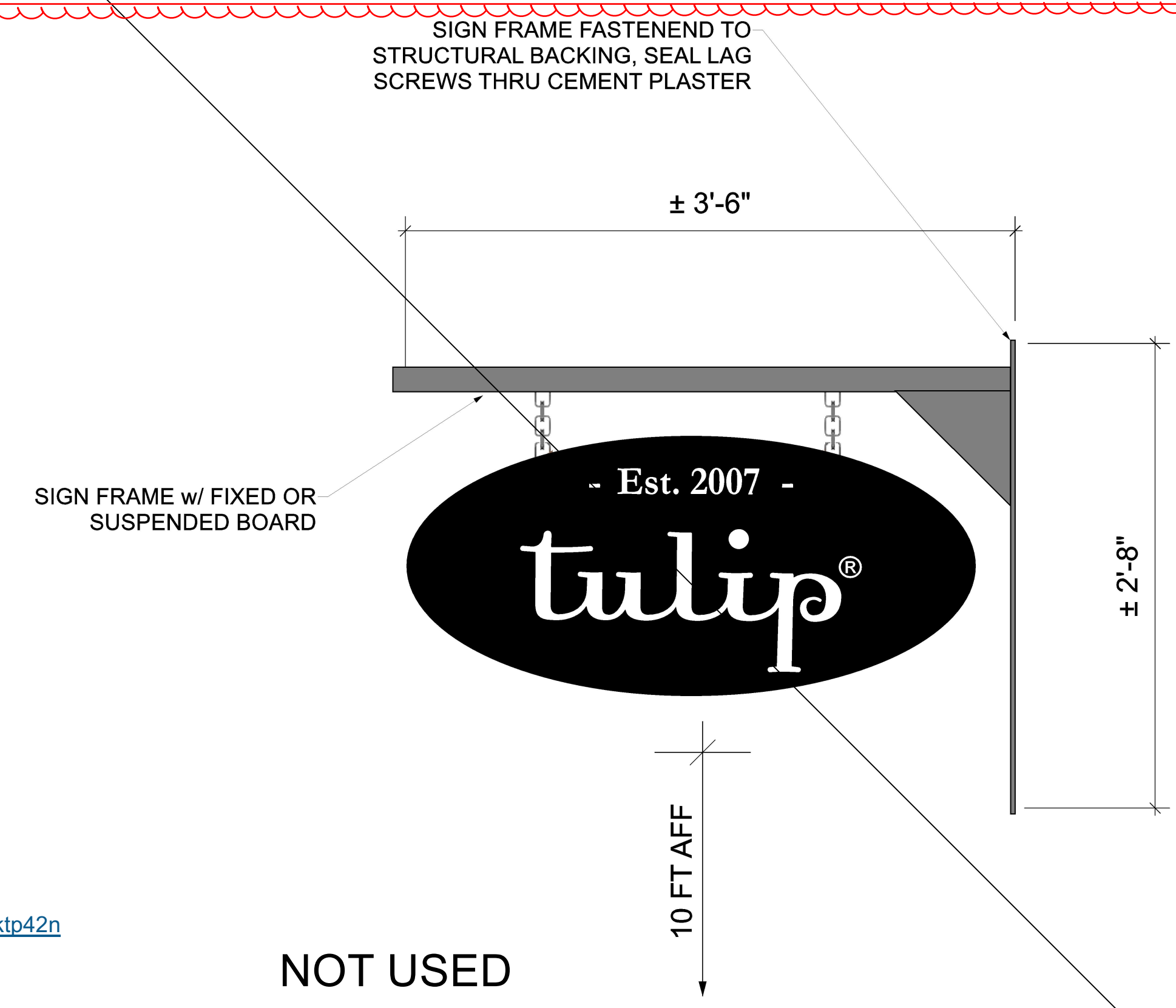
2 BLADE SIGN ELEVATION 2
Scale: 1 1/2" = 1'-0"



6 WALL SIGN ELEVATION - ROOFTOP
Scale: ACTUAL SIZE



4 SITE ADDRESS LETTER SIGN
Scale: ACTUAL SIZE



3 BLADE SIGN ELEVATION - TULIP
Scale: 1 1/2" = 1'-0"