



Raeleen Gannon

From: Joy Holland <humboldtgreensleeves@gmail.com>
Sent: Friday, September 8, 2023 10:20 AM
To: Planning
Subject: 223 2nd st Joy Emporium
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Hello,

Here is the paperwork. Thank you for all of your help during this process! Im available if there's any questions. I am heading over now with payment.

The following is a description of the business I have planned for 223 2nd st in Old Town Eureka called The Joy Emporium.

"

I believe that imagination is our most potent and valuable form of prayer. This is how we create, shape and birth reality. Art, movement, and bodywork are essential pathways to healing and creation. Now more than ever we need these wellness spaces where individuals and community can gather and focus their minds and hearts on a nourishing and sustainable present and future. My mission is to assist people in feeling whole and beautiful in their bodies just the way they are at the present moment through bodywork, movement and visual art."

The

Joy Emporium will be a fine art gallery. I am a multimedia artist of mosaic, painting, sacred geometry and film photography. The gallery will feature my art, local artists (Renata, Nick Hunt, Nancy Tobin among others) A wall space will be dedicated to Black

Humboldt. The artwork will be for sale. I will host workshops for art taught by myself and have plans to host teachers from the international sacred geometry community. You can check out my website at

artofjoyemporium.com. I am a Thai Massage therapist so will have a section of the space dedicated to my bodywork practice.

Traditionalthaimassagebyjoyholland.com I currently have my bodywork practice located in Arcata and have operated that business for the past twelve+ years. I am a certified YTT yoga teacher and a pole dance instructor. I teach at Body High in Arcata. I plan

on teaching private yoga and pole dance lessons in the space. I live in the flat up above so am well aware of the very challenging dynamics present in Old Town. I also absolutely love Eureka and am a long time resident of the area. Humboldt is changing so much right now and I do believe I am offering something that the locals will appreciate as well as those moving and visiting from the Bay Area. I have been working with Lorna Mcloud from the SBDC.

The

following is a more detailed description of my use of the space. Included is a drawing of the floor plan.

The

front windows will have healthy houseplants and art displays. When you walk in to the right will be a vintage couch and coffee table with portfolios of my work and a comfortable place for people to sit and discuss any custom work or available work to purchase.

To the left I will have a large table and flat files which will be my workstation. People very much enjoy live demos and this way they can see me through the window and get curious to come inside and visit the gallery. Art will be hung all throughout this

section. The middle section of the gallery will on one side be floor to ceiling art hung salon style. The otherside will have a countertop with art prints, stickers, etc for sale. Above that will be all art. This all takes up approximately 525 sq ft.

The

back part of the gallery is where I will have two poles and a space to practice movement and yoga. On the left side is a preexisting dressing room that has been built in and is not made of floor to ceiling walls. This is approximately 50 sq ft. On the back

right hand side of the room is where I plan to have my massage mat laid out. (I practice Thai massage which is done on the floor) This can easily be rolled up and set aside when I am having art shows and hosting workshops. Art will also be hung throughout

this area. And again 90+% of the art hung will be for sale. This area is approximately 290 sq feet.

The

bathroom is to the right when you walk in kind of in the middle section taking up approximately 75 sq ft.

Planned

hours of operation- This is a vague outline as I plan to take a good read on the area after I go into operation so that I am open at peak hours for my particular business.

I

will be open for all Friday night markets and Arts Alive. As well as most other events that happen in Eureka.

Sunday

closed

Monday

closed

Tuesday

12-5:30

Wednesday

12-5:30

Thursday

12-5:30

Friday

2-10

Saturday

2-10

Bodywork

is by appointment only. I generally see clients in the evening and on weekends. I do have some early morning clients as well

Pole

dance classes will also be by appointment only and I generally work with those people in the morning or evening as well.

I plan on offering two movement/yoga classes a week Tuesday at 10:30 and Thursday at 6

I plan on teaching on- two workshops a month on Sunday

I plan on having reduced hours in the slower months and increasing hours during the more busy times. I will be adjusting as I really get a feel for the rhythm of the public. I want to be an inviting place where people feel comfortable coming in and viewing art, taking a class or workshop and get inspired to take care of their bodies and minds. I will not have any employees.

The building is not close

to any wetlands etc. Nothing that I am doing in the building poses any sort of risk or hazard to the surrounding environment. I will not be doing any sort of building, change to the existing structure, excavation etc.

I believe this building is ideal for my proposed use because of its size and location. Its convenient that I live upstairs and will be close by to attend to anything that comes up. I have lived here for three years so I know just how very difficult and challenging

Old Town can be. I have been a long time resident of Eureka and the surrounding area since 1997 and I dearly love Humboldt. We are in a major flux at the moment economically. I believe my business to be diverse enough to fit into a wide variety of needs which will ensure its success. Having products for sale as well as classes and services brings in diverse revenue streams. I want to see Eureka and Humboldt thrive while maintaining the culture of community and love of nature that makes our place so precious. This building is in excellent proximity to Friday night market and Arts Alive. I am friends with several of the business owners in the area and we are all excited to work together. I am looking forward to being even more a part of the Old Town community.