

RESOLUTION NO. 2024-XX

A RESOLUTION OF THE DESIGN REVIEW COMMITTEE OF THE CITY OF EUREKA APPROVING THE ACGC 2ND AND E MULTI-BUILDING 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 eight 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 installed and two are projecting/blade signs that are not yet installed. The remaining four 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 two existing ground-floor canopy signs that were 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 EMC §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, a Master Sign Permit includes a Master Sign Program that allows for signs above the ground floor and allows for the transfer of maximum sign areas between tenants on a site; and

WHEREAS, two of the four canopy signs exceed the maximum sign area per canopy sign in EMC §10-5.1708 (Sign standards), Table 17-6: Awning/Canopy Signs, but a Master Sign Program allows for the transfer of maximum sign area between tenants on a site per EMC §10-5.1707(f)(iii); 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 project was duly noticed on March 15, 2024 for a public hearing at the March 27, 2024 regular meeting of the Design Review Committee, but due to the applicant's desire to modify the proposed plans, the Committee took action to continue the project to the next regular meeting on April 10, 2024; 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 April 10, 2024 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 (seven 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 except for a deviation to allow maximum area per canopy sign be transferred between tenants, 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. Except for one deviation from the maximum area per canopy sign (which will be allowed the transfer of maximum canopy sign area between tenants on the site), the allowed signs, as conditioned, comply with all applicable sign standards.
5. The Master Sign Program 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 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.
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 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 ACGC 2nd and E Multi-Story Building 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 2 nd 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.
Transfer of maximum sign area between canopy signs	The total sign area of all canopy signs combined onsite must be smaller than the total canopy fascia area. For example, the total canopy fascia area of all four existing canopies combined is approx. 37 sf, and the total sign area of all four canopy signs combined is approx. 31.6 sf.
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.

RESOLUTION NO. 2024-XX

Page 4

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 April, 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