

Operation
Light Up
Eureka





Eureka's Lighting Plan

Introduction

'Operation Light Up Eureka' is a lighting initiative from the Economic Development Division of the City of Eureka that is designed to enhance Eureka's commercial areas, improving the quality of life for our residents and the visitor experience. The City will facilitate lighting key areas of town to benefit public safety, enhance pedestrian connectivity, promote nighttime activities and community engagement, and generally create a more vibrant and aesthetically pleasing environment for everyone to live, work, and enjoy.

This plan outlines the City's approach to executing these projects, detailing the roles of city investments and private partnerships, initial focal areas such as Old Town and Downtown revitalization, as well as the phased prioritization of the projects.

The city will execute these projects through a combination of city investments and private partnerships. Staff will play a facilitating role in these initiatives by actively pursuing external funding sources and collaborating with private enterprises to complete them. Our initial efforts will primarily concentrate on revitalizing Old Town and Downtown. Staff have identified several other projects that we aspire to complete in the future, and we will undertake them as our time and resources permit.

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Project Scope

Most projects in this document span both the public and private sectors, and are impacted by factors like power connections, weather, existing trees, and transportation routes. As a result, many of these projects need in-depth examination by staff before they can finalize plans and confirm their feasibility. The project list aims to pinpoint locations, strategies, and essential project ideas. This will help staff focus their efforts on making these projects a reality.



Phased Approach

Below we present descriptions of 20 new projects. The City has limited resources and cannot complete all 20 projects simultaneously; prioritization is necessary. Accordingly, each project falls into one of four phases.

Phase 0 is projects that are completed and maintenance is ongoing. Phase 1 contains those projects that are compatible with existing infrastructure and/or have funding sources already identified. Those projects that have more complexity or have unidentified funding have been set up for later years in Phase 2. Phase 3 contains projects that were identified as desirable, but as a lower priority and may have a higher degree of complexity or funding needed.

To the greatest degree possible, staff effort will focus on implementing the projects in sequence, however, this document is intended to be a “living document” and projects may be changed or reprioritized during regular updates to this plan via the Economic Development Commission.

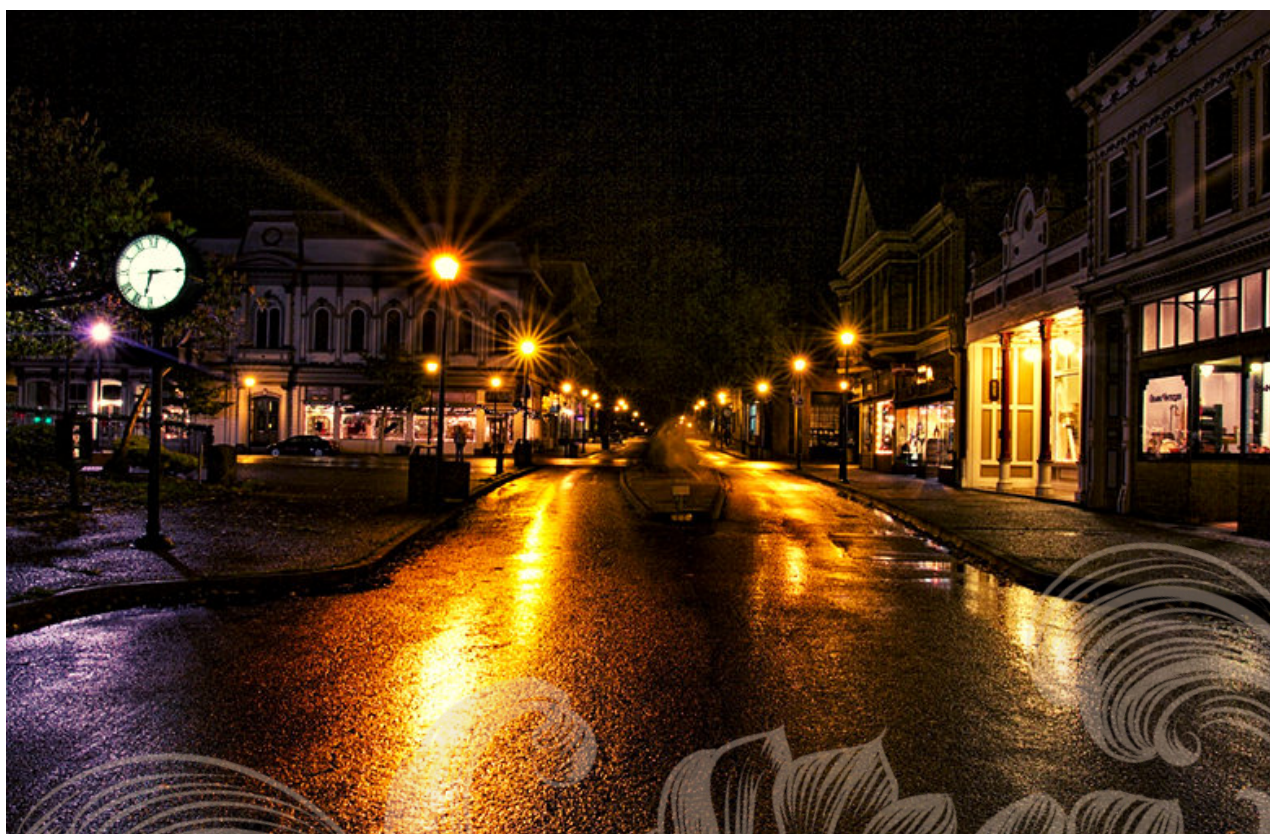
PHASE 0 – Completed and Ongoing Projects

0.1 Clarke Plaza String Lights

String Lights were installed over Clarke Plaza as part of the Fireman’s Memorial installation in 2021. The City continues to operate and maintain these lights.

0.2 Old Town Square String Lights and Gazebo Lights

While developing this plan, this project was identified by staff as a top priority. String lights were strung between city light poles and electricity was added to the gazebo so that holiday decor could be lit up. Staff completed this project in the summer of 2023 as a pilot project for the plan. Additional lighting for the Gazebo and the Square are identified as separate projects in Phase I.



PHASE I – 2023-2024 Projects

1.1 101 Corridor between E St. and H St.

This project proposes to add decorative lighting along the Highway 101 corridor where it travels through Old Town and Downtown. The concept is to add decorative lighting parallel to the road to highlight the surrounding Old Town/Downtown to passersby, visitors, and residents alike. Decorative lighting could be twinkle lights in the street trees or café lights strung between light poles. Outlets exist at the top of city-owned light poles along 4th and 5th Streets, generally between E Street and G Street. These outlets would supply power for the decorative lighting.

1.2 Enhanced Old Town Square Lighting

As discussed in Project 0.2, some lighting has been added to the Square and the Gazebo. This project would build upon that lighting to further add ambiance and highlight the businesses and pedestrian walkways along the north and west sides of the Square. Decorative lighting may include twinkle lights in the trees on the square, additional café lights, and potentially some creative lighting pieces such as lighted balls in the trees.

1.3 Enhanced Clarke Plaza Lighting

Similar to Project 1.2, this project would build upon the existing decorative lighting in the Plaza. Decorative lighting may include twinkle lights in the trees on the Plaza and additional café lights.

1.4 Romano Gabriel Plaza String Lights

This project aims to highlight the public space that encompasses the Romano Gabriel Sculpture Garden. It will add additional light to an area used in the evening hours during Friday Night Markets and Arts Alive and invite passersby to appreciate one of Eureka's public art jewels. Options to be explored include adding decorative lighting on the structure housing the art and stringing café lights above the open space next to the sculpture garden.

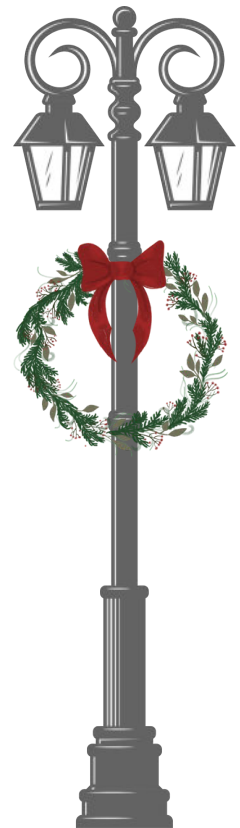


PHASE I – Continued

1.5 Holiday Lighting on Old Town Light Poles

The ultimate goal is to enable the use of decorative lights on the light poles in old town for a variety of seasonal decor. This would add another festive element to the Old Town, enhancing its appeal for visitors and events. Projects in phases 2 and 3 also build towards this goal.

As a first step, electrical outlets will be added to the top of select city-owned blue poles. Every year staff wraps light poles in Old Town with garlands during the holiday season. This project would allow select poles to be wrapped with lighted garland, supplementing the overall holiday ambiance and adding extra light to areas when people are shopping after dark.



1.6 Holiday Lighting on 101 Light Poles

Using the same footprint and street lights identified in Project 1.1, this project focuses on adding lighted holiday décor. The goal is to add pole-mounted holiday light displays in one of the city’s most traversed areas. The city already has pole-mounted garland displays in storage. They are in a diamond shape, are lit, and have red bows. These displays haven’t been used in many years, presumably because the bows and ornaments on them are significantly weathered. Staff will freshen up the décor and the displays will be hung up for the 2023 holiday season. Should the existing décor not prove viable for long-term use, staff will explore options to replace the décor.

1.7 Samoa Bridge Lighting

In 2022 the Eureka Street Art Festival facilitated painting murals on several of the pillars under the Samoa Bridge. That project was funded by a Caltrans Clean California grant. As a follow-up project, Caltrans has agreed to fund downlighting for the same pillars to light up the murals at night. The downlighting may be white, or it may use colored lights.

PHASE 2 – 2024-2027 Projects

2.1 F Street Art Corridor

F Street is Eureka’s Arts Corridor, as outlined in Eureka's Strategic Arts Plan. It connects the heart of old town to downtown, major art institutions, the Municipal Auditorium, and through to Henderson Center. This project builds on that identity by developing a distinctive color story told through lights. A color or colors of lighting will be chosen through a public process and used in lighting projects along this corridor, stretching from Coast Guard Plaza all the way through Henderson Center. Lighting may include colored lights in trees, downlighting on buildings, colored uplighting in Coastguard Plaza, and creative light installations. Local art institutions will also be encouraged to incorporate the colored lighting into their exterior décor.

2.2 Lighted Street Trees - Power from Property Owners Program

The City would like to encourage street trees to be wrapped in warm-white twinkle lights year-round in front of businesses. To encourage this, the City will develop and facilitate a program that empowers property and business owners to illuminate street trees within Eureka's commercial areas.

A program will be created to take the legwork out of figuring out how to install lights in trees and guide interested parties through the process. Owners would be tasked with supplying power via an outlet on their building's exterior and covering the expenses for procuring and up keeping the tree lights.

The program will develop a tree-lighting package that provides lighting guidance, light choices, installation help, waives associated encroachment permit fees, and ensures that the appropriate agreements are in place to navigate public and private responsibilities.



PHASE 2 – Continued

2.3 Intersection Holiday Lighting

The project aims to bring holiday cheer to the streets by suspending non-denominational festive holiday lights and décor over one or more street intersections. The specific locations for these luminous decorations will be determined based on height requirements and funding. Potential areas of focus include Old Town, Downtown, and Henderson Center.



F Street looking towards the waterfront with holiday display. Photo courtesy of [Cal Poly Humboldt Digital Archives, Palmquist/Yale Collection](#)

2.4 “Wow” Holiday Display

Eureka does not have a central display that is the hallmark of its holiday decor. The “Wow” display project supports the creation of a lighting display that is the focal point for the city’s holiday festivities. It involves the installation and illumination of a large display in a public space that would enable a lighting tradition to kick-off the holiday season. A lighting ceremony or event could include activities like caroling, performances, and opportunities for residents and visitors to come together to celebrate the spirit of the season. Funding, display type, and location will all need to be determined. Staff anticipates that the funding mechanism will play a large part in deciding the type and location of the display. If private funding is found, they would have input on the display type, and if public funding is used, a public process will help decide those details.

2.5 Holiday Lighting at Sequoia Park

This project will bring holiday cheer to Sequoia Park and Zoo with lights and holiday displays. Potential projects may include adding twinkle lights to the Redwood Skywalk, a lighted holiday walk through Sequoia Park, and other lighted holiday elements for the public to enjoy.

PHASE 2 – Continued

2.6 Adding Pedestrian-level Lighting to Commercial Buildings

One of the most accessible ways to add additional illumination to our commercial areas is by installing pedestrian-level lighting on the exteriors of commercial buildings. This project aims to collaborate with organizations that champion small businesses, like Eureka Main Street, to assist local businesses in adding pedestrian-level exterior lighting. This assistance will primarily involve educational campaigns and grants for Crime Prevention through Exterior Design (CPTED).

2.7 Restore PGE Lamp Posts in Old Town

In the Old Town area, the majority of the lamp posts are owned by PGE. Many of these lights are in disrepair and are not functioning at their full capacity. City staff will audit the lamp posts in pedestrian focused commercial areas and collaborate with PGE to see what can be done to restore them to full functionality.

2.8 Exterior Down-Lighting at City Buildings

This project will add exterior downlighting to the top of the City Hall building and potentially other municipal buildings in the city. Illuminating a municipal building at night enhances the building's aesthetics, improves visibility, and builds on branding and identity. Lighting may have colored capabilities and will be dark-sky compatible.

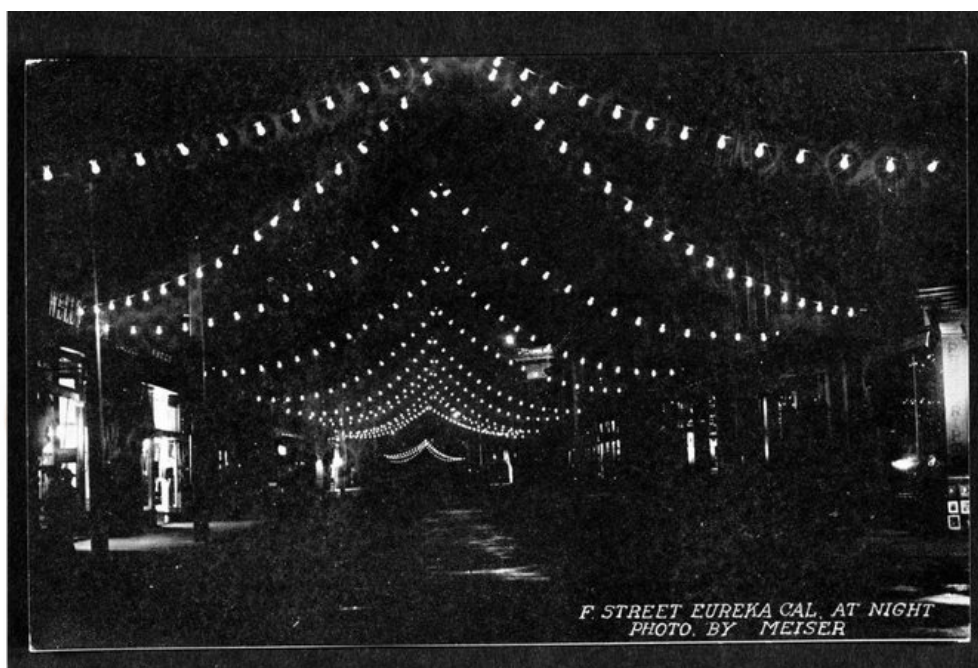


Photo courtesy of [Cal Poly Humboldt Digital Archives, Palmquist Collection](#)

PHASE 3 – Future Projects

3.1 Madaket Plaza and Boardwalk Lights

The Madaket Plaza hosts large group gatherings into the evening hours, such as the Thursday Night Concert Series. Adding decorative lighting will encourage continued and expanded use. Lighting possibilities could include café lights between the light poles, a decorative sea-life themed lighting display, and colored uplighting at the C Street entrance. Cafe lights may also be strung between the light poles along the boardwalk between the Madaket Plaza and Coast Guard Plaza.

3.2 Carson Mansion Boulevard Lighting

The Carson Mansion is one of Eureka's most iconic features. Adding lighting on the 2nd Street boulevard leading to the Mansion would highlight the feature further and enhance the visitor experience as they travel from Old Town to view the Mansion.

3.3 Twinkle Lights in Trees in Key City Parking Lots

The city has several parking lots in the Old Town, Downtown, and Henderson Center area that have trees and are close to city electrical sources. This project proposes to wrap select trees in these lots with twinkle lights. Doing so would add to the overall twinkle-lighted tree inventory that projects in Phase 1 and Phase 2 lay the foundation for.

3.4 Alley Activation Lighting

This project builds on the alley activation projects executed in the last several years, including Opera Alley and Charlie Moon Way. Stringing café lights between buildings or adding artistic lighting features are strategies to add a sense of place, encourage pedestrian use, and supplement existing lighting in these spaces. Staff will explore opportunities to add these kinds of lighting to alleys in Eureka.

3.5 Add Electrical Outlets to PGE-owned Old Town, Downtown, and Henderson Center Lamp Posts

Adding electrical outlets to as many lamp posts as possible would vastly improve the opportunities for decorative lighting projects in town. Access to electricity is one of the biggest limiting factors, and adding outlets to the PGE-owned poles allows Eureka to add decorative lighting in areas it otherwise wouldn't be able to accomplish. City staff will collaborate with PGE to add outlets to lampposts for future lighting projects.