

Title:	IHOP Signage and Façade Improvements
Project(s):	Creative Sign Permit SIGNC-23-2 and Design Review DR-23-0004
Location(s):	136 5th Street
APN(s):	001-073-002
Applicant:	Polo Padilla, (ID Studio) on behalf of IHOP
Property Owner:	S&L Holdings LLC Co
Purpose/Use:	Modification of two existing pole signs, and addition of wall signs and exterior façade improvements to reflect IHOP brand standards.
Application Date:	August 8, 2023
General Plan:	DC - Downtown Commercial
Zoning:	DW - Downtown West
CEQA:	Exempt under §15301, Class I Existing Facilities
Staff Contact:	Penelope Ponce, Assistant Planner
Recommendation:	Hold a public hearing; and Adopt a resolution finding the project exempt from CEQA, and conditionally approving the project with conditions.
Motion:	<i>"I move the Design Review Committee adopt a resolution finding the project exempt from CEQA, and conditionally approving the IHOP signage and façade improvements at 136 5th Street."</i>

Figure 1: Location Map

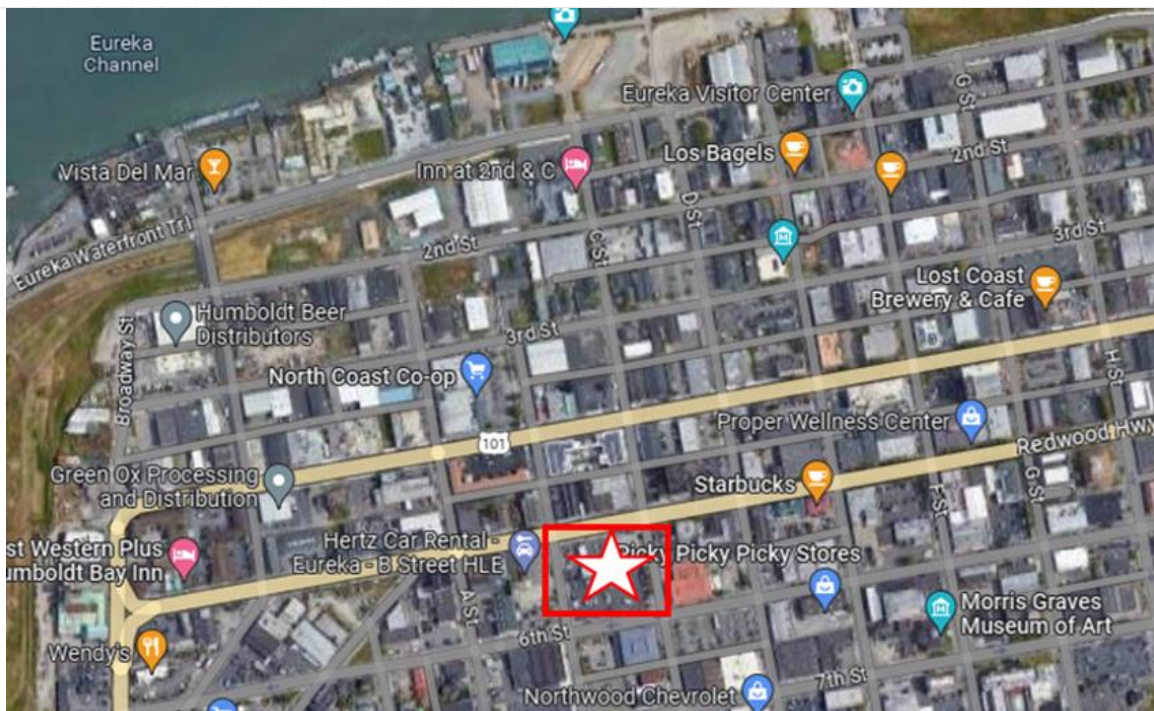


Figure 2: Site Map



PROJECT SUMMARY

The applicant, Polo Padilla, (ID Studio), on behalf of IHOP, is requesting approval for new IHOP signage and façade improvements at 136 5th Street. The applicant is proposing to utilize and modify two existing legal non-conforming pole signs which deviate from current City sign standards and require approval of a Creative Sign Permit. The applicant is also proposing to modify the building façade facing 5th Street with

new siding, accent LED ribbon lighting, and two wall signs, which requires Design Review because the 5th Street façade faces a Pedestrian-Focused Frontage.

Background

The project site is located on the southwest corner of 5th and C Streets, in the DW - Downtown West zoning district. 5th Street serves as Highway 101 north. The site previously housed a Denny's restaurant (Figure 3), and IHOP is in the process of remodeling the restaurant to reflect IHOP brand standards (Figures 4, 5 and 6). The site is surrounded by retail and service uses. To the north, across 5th Street, is Tri-County Independent Living, Platinum Studio Salon and Float Spa, KZCC Radio, Big Brothers Big Sisters of the North Coast, and Heart of the Emerald, a cannabis retail store. To the east, across C Street, is Old Town Auto Service and Repair and the Humboldt Bay Fire Station I. Adjoining the site to the west is an Enterprise Rent-A-Car; and, south of the site, across 6th Street, is the Eureka Police Department.

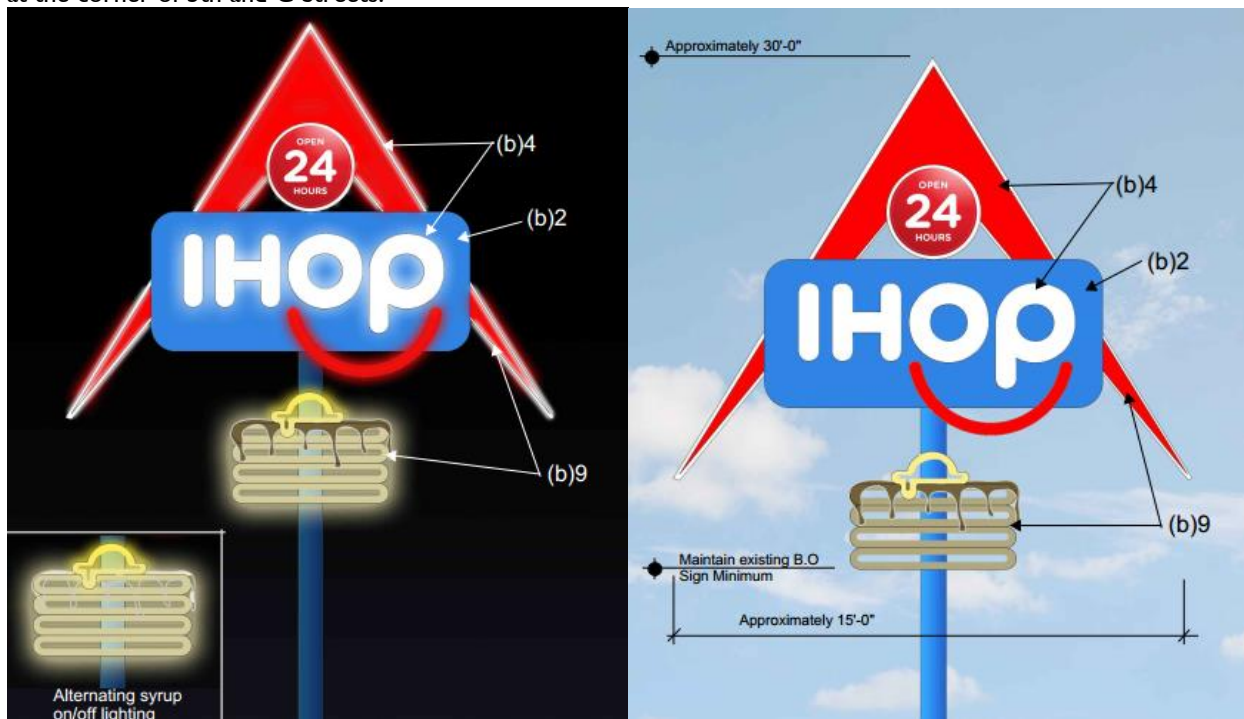
Figure 3: July 2022 Google street view of the façade facing 5th Street, a Pedestrian-Focused Frontage



Creative Pole Signs

There is an existing legal nonconforming pole sign which is approximately 125 square feet (sf) in size (30' tall pole, with a 16' x 7'10" sign) depicting "Denny's" located on the southwest corner of 5th and C Streets (permitted in 2003 under AA-03-010 and B03-0240; see Figure 3 above). The applicant is proposing a new approximately 180-sf (15' x 12' if a box was drawn around it) creative sign on the existing pole with no changes to the pole height or support structure (Figure 4). The new sign will have a midcentury design which incorporates a red triangular "roof" representative of IHOP's iconic A-Frame gabled roof, as well as IHOP's blue rectangular logo with extruding LED/neon white letters and red smile which will be in the center of the red illuminated A-Frame gable. A stack of pancakes with neon lighting that alternates on/off to give an illusion of dripping syrup will be located below the IHOP logo portion of the sign. An illuminated 5.4-sf (28" x 28") red circular sign with white letters reading, "Open 24 Hours" will be located above the IHOP logo towards the top of the red A-Frame gable.

Figure 4: Proposed creative sign to replace the Denny's existing legal non-conforming pole sign on the existing pole at the corner of 5th and C Streets.



Additionally, the applicant is proposing to utilize and modify an existing legal nonconforming pole sign which has an approximate 23-sf sign area (12' tall pole, with a 6'9" x 3'3" sign on top) located on the northwest corner of 6th and C Streets (Figure 5; also permitted in 2003 with the pole sign described above). The sign will be upgraded to match the design of the larger pole sign on 5th and C Streets, but it will not include the neon stack of pancakes due to size constraints. The new sign will not require changes to the pole support structure, and will have a proposed 34-sf sign area (5'6" x 6'10").

Figure 5: Proposed creative sign (left image) to replace the existing legal non-conforming Denny's sign on the existing pole (right image) at the northwest corner of 6th and C Streets.



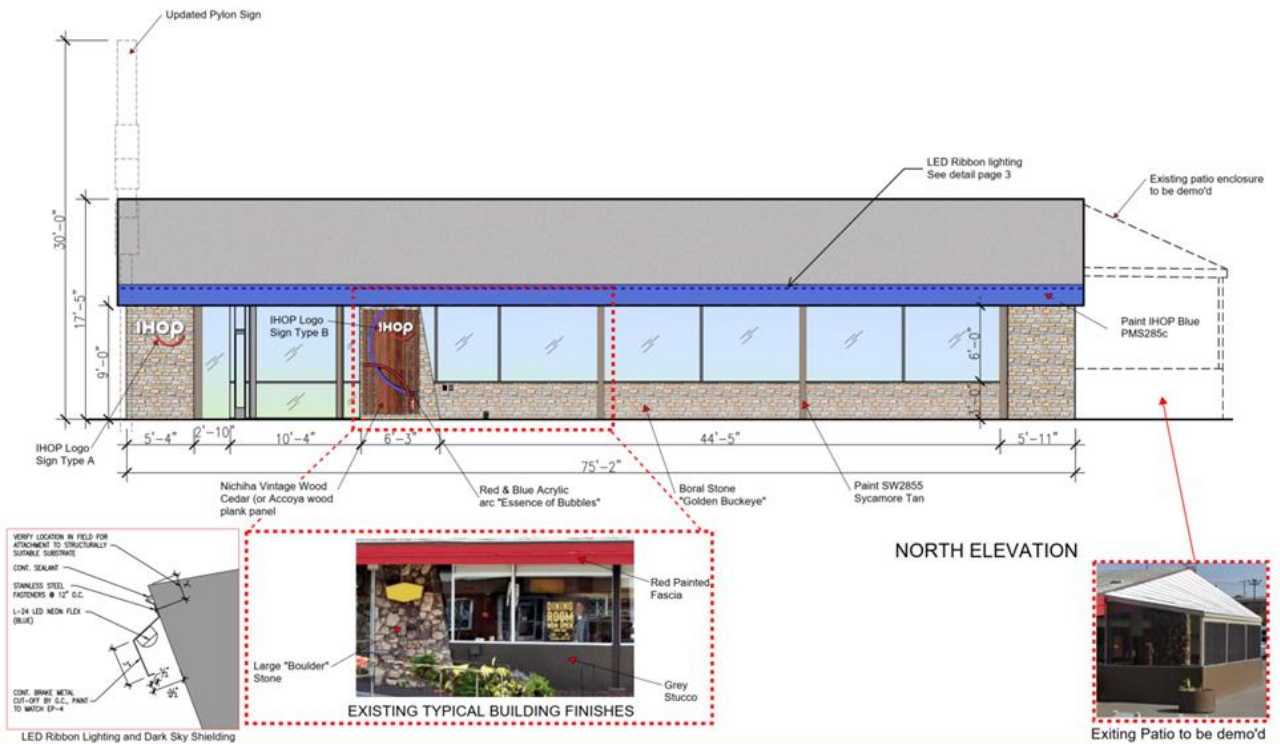
5th Street Facing Façade Improvements

The building facade facing 5th Street will have two IHOP logo signs. One will be attached to the northeast corner of the building, and have an approximate 7-sf (3'7" x 2') sign area with white letters and red smile. The other logo sign will be the same design, but will have an approximate 4-sf (2'8" x 1'6") sign area. It will be placed on an approximately 57-sf (9' x 6'3"), Nichiha vintage cedar wood or Accoya wood plank accent panel. The wooden accent panel will also have red and blue acrylic arcs to give an essence of bubbles. The existing exterior building wall facing 5th Street will be remodeled to replace large boulder stone with a Golden Buckeye colored Boral Stone, and the roof trim will be painted IHOP Blue. Roof fascia accent lighting is also proposed, which includes LED ribbon lighting with a cutoff trim to keep light from escaping and provide a glow to the building fascia. The trims between the windows will be painted Sycamore Tan, and the roof will be painted IHOP Blue. Figure 6 depicts all proposed 5th Street façade improvements facing the PFF.

Other Improvements Not Subject to PFF Requirements

The east, west, and south building façades do not face a PFF, and therefore proposed improvements to these façades do not require Design Review; but, they do include three additional 4-sf IHOP logo signs (one on each exterior wall) with white letters and a red smile, which meet the wall sign standards in Eureka Municipal Code (EMC) §155.340.070, Table 340-1 (Wall Signs) and do not require Creative Sign Permit approval. However, these proposed signs do require an Administrative Sign Permit; a condition of approval has been added to ensure the applicant obtains the Administrative Sign Permit prior to installation of the signs. Additionally, the other three building facades will receive new siding and paint similar to the 5th Street facing façade to ensure all building facades have a cohesive look.

Figure 6: Proposed façade improvements facing 5th Street



Applicable Regulations

The Inland Zoning Code was comprehensively updated in 2019; the update created new City sign regulations in EMC §155.340 et seq. (Signs), and designated this portion of 5th Street as a Pedestrian Focused Frontage (PFF). Per EMC §155.155.340.070, Table 340-8 (Pole Signs), new pole signs are not allowed in the DW zoning district; however, EMC §155.340.060.D (Creative Sign Permit) allows deviations from all sign standards (except digital signs) for creative signs. Therefore, a Creative Sign Permit is required to deviate from the sign standards to allow the two existing nonconforming pole signs to be utilized and modified to reflect the IHOP brand.

Additionally, per EMC §155.208.040, the facades of buildings facing PFFs are subject to special development standards to maintain and enhance an active and engaging pedestrian environment. Any exterior modifications (including signs) made to structures with non-residential ground-floor uses facing the street require Design Review and must meet a 65% storefront transparency standard between three and seven feet above the sidewalk, in accordance with EMC §§155.412.040 and 155.208.040.E. The existing glass storefront system facing 5th Street meets the PFF transparency requirement and no changes to transparency are proposed as part of this project. Therefore, only Design Review approval for the new wall siding and fascia accent lighting and wall signs is required.

Furthermore, each pole sign is in a street corner Vision Clearance Area (VCA), but because the new signs will use the same poles and have the same mounting heights (to bottom of signs) as the existing signs, an Administrative Adjustment can be obtained to allow the pole signs to remain in the VCAs. Public Works has requested the mounting height of both pole signs remain the same, or exceed the existing mounting height to ensure a safe VCA. Therefore, a condition has

been added requiring the Administrative Adjustment be obtained from Development Services – Planning prior to issuance of a building permit.

CREATIVE SIGN PERMIT ANALYSIS

To approve a Creative Sign Permit, the Design Review Committee must find the signs: 1) meet all the General Design Criteria, and 2) incorporate three or more of the 12 Sign Features, Materials, and Contextual Criteria included in EMC §155.340.060.d.9:

1) Creative Sign General Design Criteria: (must conform with all four)

- 1. The sign constitutes a substantial aesthetic improvement to the site and has a positive visual impact on the surrounding area;*
- 2. The sign is of unique design, and exhibits a high degree of thoughtfulness, imagination, inventiveness, and spirit;*
- 3. The sign is of a higher creative, artistic, and/or sculptural nature than the average sign typically found in Eureka; and*
- 4. The sign provides strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.*

The proposed upgrades to the two existing pole signs constitute a substantial aesthetic improvement to the site because they result in the replacement of standard franchise signs common throughout the United States with one-of-a-kind signage designed specifically to complement the midcentury architecture of the restaurant and capture the artistic, playful spirit of Eureka. The signs have a positive visual impact on the surrounding area through bright colors, neon lighting, and by using multiple shapes to provide interest and a higher design aesthetic (criteria 1). The two pole signs will have a red A-Frame gable to represent the unique midcentury architecture that IHOP's diners had in the early 1960's, which is unique and exhibits a high degree of spirit for the IHOP brand (criteria 2). The signs will include the IHOP logo with illuminated white letters that extrude from the blue background, and a red smile that comes down off the blue background. The extruding white letters and the red smile dropping below the blue rectangular logo is a creative design approach which differs from IHOP's traditional rectangular box logo and is therefore of a higher creative nature than the average sign typically found in Eureka (criteria 3). The larger pole sign on the corner of 5th and C Streets will also have a stack of neon pancakes located right below the IHOP brand logo. The pancake graphic will have neon tan lighting for the stack of pancakes, neon yellow lighting for the butter, and neon brown lighting alternating on/off to represent syrup dripping down the stack of pancakes. The stack of neon pancakes will provide a colorful neon light graphic which represents IHOP's most popular breakfast item, and provides strong graphic character through the imaginative use of color, texture, quality materials, scale, and proportion (criteria 4). Additionally, the inventive lighting and unique design will provide drivers and pedestrians along 5th and C Streets with an aesthetically pleasing sign. Therefore, the proposed upgrades to the existing poles signs conform with the Creative Sign General Design Criteria.

2) Creative Sign Features, Materials, and Contextual Criteria: (must incorporate at least three of 12, and the proposed signs incorporate four)

1. *Criteria 2: Projecting, recessed, or cut-out text (e.g., push-through illuminated acrylic letters, routed letters, routed metal).*
2. *Criteria 4: Creative and unique use of lighting (e.g., chase, neon lighting, LED faux neon, a well-coordinated combination of at least three different types of site-appropriate illumination).*
3. *Criteria 9: Sign shape includes inventive representation of the use, name, or logo of the structure or business (e.g., a fish-shaped sign for a fishing store).*
4. *Criteria 10: Neon and/or LED faux neon signs that emulate movement but do not include chase lighting*

The IHOP rectangular logo on the pole signs will incorporate a routed blue background with extruding white box LED/neon letters and will also have a LED illuminated red smile that drops below the logo, giving the sign a creative cut-out feature that is different from traditional IHOP brand signs (criteria 2). Each pole sign will have neon illumination for the white logo letters, and neon illumination for the white trim around the red A-Frame gable; and, the pole sign on the corner of 5th and C Street will have tan, brown and yellow neon illumination for the pancakes stack graphic (criteria 4). The main sign shape for the two pole signs is representative of the original IHOP A-Frame gabled building design; and, the neon-illuminated pancake stack with alternating syrup on/off lighting is an inventive representation of the mainstay food of IHOP restaurants (criteria 9 and 10). Therefore, the proposed upgrades to the existing pole signs conform with four of the 12 Creative Sign Features, Material, and Contextual Criteria. Additionally, Caltrans provided comments on the proposed pole sign at the corner of 5th and C Streets, which indicate signs overhanging the highway right-of-way (in this case, the 5th Street sidewalk) require an encroachment permit from Caltrans, and if so, they will need to satisfy the conditions described in Caltrans' Encroachment Permit Manual Chapter 501.3, Advertising Displays, Table 5.6 Guidelines. A condition of approval has been added to alert the applicant to the need for the Caltrans' encroachment permit, and to require the applicant to report any changes to design required by Caltrans to Development Services – Planning, who will determine whether an amendment to the Creative Sign Permit is required.

In conclusion, the two pole signs meet all four of the required General Design Criteria, and also meet four of 12 Sign Features, Materials, and Contextual Criteria, and thus can be approved under a Creative Sign Permit.

FAÇADE MODIFICATIONS ON A PEDESTRIAN-FOCUSED FRONTAGE ANALYSIS

To approve the façade modifications on a PFF, the Design Review Committee must make all of the following findings, pursuant to EMC §155.412.040.K, with specific findings for new signs (in asterisks[*]), pursuant to EMC §155.412.040.D.2:

1. *The proposed project will not be detrimental to public health, safety, or welfare or materially injurious to the properties or improvements in the vicinity.*

2. *The overall proposed project complies with all applicable Design Review criteria in §155.412.040.J (Design Review Criteria 1 through 8 listed below); and, the new wall signs comply with the Design Review criteria for community character (criteria 1*), surrounding context (criteria 2*), architectural style (criteria 4*), and visual interest (criteria 5*).*

I. Public Health, Safety, and Welfare

The new IHOP restaurant will occupy an existing vacant restaurant building which previously housed Denny's, and the proposed façade upgrades will be a major improvement to the surrounding area because they will provide an updated look with new stone veneer and wood siding, painting and signage, consistent with IHOP's brand standards. The existing Denny's closed on May 31, 2023 after operating at this location for 50 years, and the restaurant has been vacant and fenced off to the public since the closure. The new IHOP intends to revitalize the vacant space and open their doors to the public in October 2023, and occupied businesses reduce the potential for blight. IHOP proposes two wall signs on the 5th Street façade facing a PFF which meet the City's wall sign standards. IHOP's wall signs and façade modifications will allow a vacant building to be repurposed for the new business which will improve the overall health, safety, and welfare along one of the City's major arterial streets, 5th Street (Highway 101 north). The proposed façade plans were reviewed by Development Services – Building and Public Works – Engineering who expressed no concerns. Therefore, for the reasons described above, the project will not be detrimental to public health, safety, or welfare or materially injurious to the properties or improvements in the vicinity.

2. Design Review Criteria

1. ****Community Character.** The overall project design enhances Eureka's unique character and distinctive sense of place. A variety of building types and styles respects Eureka's architectural heritage and embraces forward-looking creative expression.*
2. ****Surrounding context.** The overall project and associated buildings enhance the design quality of the area where they are located. New buildings may "fit in" with traditional architecture that matches or complements the surrounding context or "stand out" with a contemporary and contrasting style. All buildings must minimize adverse impacts on neighboring properties when possible.*
3. ***Pedestrian Environment.** Buildings incorporate design features that support an active public realm and an inviting pedestrian environment.*
4. ****Architectural Style.** Buildings demonstrate a coherent and successfully executed architectural style. Building architecture may be traditional or modern. Buildings are not required to conform to any dominant architectural style or local vernacular. Creative architectural and artistic expression is encouraged.*
5. ***Articulation and *Visual Interest.** Building facades are distinctive, create visual interest and relate to the human scale through vertical and horizontal articulation, varied building planes, distinctive building elements and/or noticeable architectural details. Building elements such as roofs, doors, windows and porches are part of an integrated design and relate to the human scale. Architectural details such as articulation, trim, eaves, window boxes and brackets contribute to the visual interest of the building.*

6. **Materials.** *Building facades feature high-quality materials that are appropriate to the architectural style, enhance building articulation, and are compatible with surrounding development.*
7. **Safety.** *The project promotes public safety and minimizes opportunities for crime through design features such as property access controls (e.g., placement of entrances, fences), increased visibility, and features that promote a sense of ownership of outdoor space.*
8. **Landscaping.** *Landscaping features low-water-use plants appropriate for the local climate and does not include any invasive species that would be harmful to native plants and habitat, in compliance with 155.328.050.E (Invasive Plants).*

Façade Improvements (Criteria 1 through 8)

The building façade along 5th Street will enhance the City's unique character by replacing outdated large boulder stone veneer siding with new Boral Stone, adding fresh paint colors, and adding LED ribbon lighting below the roof eave which will provide a glow on the building fascia; all of which enhances Eureka's unique character and distinctive sense of place, and embraces forward-looking creative expression (criteria 1). The buildings surrounding the proposed IHOP location have a variety of architectural styles, building materials, and paint colors. The proposed 5th Street façade's design will incorporate new siding materials, ambient lighting, and more vibrant paint colors representative of IHOP's branding, which will stand out from the surrounding buildings without causing adverse impacts, and will enhance the design quality of the area where the building is located (criteria 2). IHOP's creative lighting and vibrant paint colors will support an active public realm by providing an inviting environment for pedestrians (criteria 3). IHOP intends to only make cosmetic upgrades to the facade, which preserves the building's original architectural style with its distinctive pitched roof and fascia (criteria 4). The new façade design will deliver 5th Street with a high level of visual interest by incorporating Boral Stone siding with a wood plank panel accent, and freshly painted window trims and fascia (criteria 5). IHOP proposes to replace the current large boulder stone and grey stucco siding with a high-grade Boral Stone material which will be compatible with the surrounding buildings' brick and rock sidings (criteria 6). The project will incorporate LED ribbon lighting along the building fascia which will increase visibility of the building and promote a safe environment (criteria 7). Although no new landscaping is proposed at this time, there is a small impervious strip between the building and 5th Street which contains existing landscaping (shrubs and bark); therefore, if the applicant desires to modify landscaping in the future, a condition has been added requiring any new landscaping comply with the City's landscaping standards, which prohibit invasive species and require at least 75% by plant count be native to Eureka (criteria 8).

Wall Signs (Criteria 1, 2, 4, and partially 5)

The two proposed wall signs located on the 5th Street building façade will embrace the community's character by providing the building with creative logos that are representative of IHOP's brand (criteria 1). The new signs will have attractive colors, and will have white LED illuminated letters which will stand out, with one of the signs highlighted by a wood plank panel background and acrylic arc accents. The wall sign designs are creative, and the signs will be less than 8-sf in size, and will not create adverse impacts to the neighboring buildings (criteria 2). IHOP's two proposed wall signs have a coherent style with the brand's signature white letters and red smile (individual box letters), which is more artistic than a typical digitally-printed wall sign in a rectangular canister, and they will match the style of the proposed creative pole signs discussed above (criteria 4). Also, one of the signs will acknowledge the restaurant's midcentury architectural style by integrating a wood plank panel background with red and blue acrylic arcs

which will give an illusion of giant bubbles (criteria 4). The two brand logo wall signs create visual interest because they will be installed over the new Boral Stone veneer siding and wood panel plank siding materials, and the wood plank accent panel supporting one of the signs will have a midcentury architectural style which complements IHOP's classic restaurant features contributing to a coherent style and providing visual interest (criteria 4 and 5).

ENVIRONMENTAL ASSESSMENTS

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 operating of private structures involving negligible or no expansion of use. As there is no proposed expansion to the existing restaurant building or changes to the pole sign support structures, the proposed project qualifies for a Class I CEQA exemption.

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 August 31, 2023. In addition, public hearing notice signs were posted on the site on or before September 1, 2023.

CONCLUSION

Based on the analysis above, the two proposed pole signs will meet the necessary criteria for approval of a Creative Sign Permit. Also, based on the analysis above, the proposed building façade modifications and two wall signs facing a Pedestrian Focused Frontage (the 5th Street facing façade) will not be detrimental to public health, safety, or welfare or materially injurious to the properties or improvements in the vicinity, and will comply with all applicable Design Review Criteria in EMC §155.412.040.J (Design Review Criteria). The two proposed wall signs will also be consistent with all applicable sign standards in EMC §155.340 (Signs). Conditions have been added to the resolution (Attachment 1) to ensure the applicant is aware of other necessary authorizations and approvals, as well as the need to report any future proposed sign and façade modifications to Development Services – Planning, and obtain any necessary amendments to this Creative Sign Permit and Design Review approval.

DOCUMENTS ATTACHED

Attachment 1: Design Review Committee Resolution

Attachment 2: Applicant Submitted Material

RESOLUTION NO. 2023-04

A RESOLUTION OF THE DESIGN REVIEW COMMITTEE OF THE CITY OF EUREKA
CONDITIONALLY APPROVING A CREATIVE SIGN PERMIT (SIGNC-23-2) AND DESIGN
REVIEW (DR-23-0004) FOR THE IHOP SIGNAGE AND FAÇADE IMPROVEMENTS AT 136
5TH STREET; APN 001-073-002

WHEREAS, Polo Padilla (ID Studio), on behalf of IHOP, is requesting approval to utilize and modify two existing legal non-conforming pole signs, which deviate from current City sign standards, with new IHOP branded creative imagery; and to modify the building's 5th Street facing façade with new IHOP brand logo wall signs, accent lighting, and siding at 136 5th Street (APN: 001-073-002); and

WHEREAS, pursuant to Eureka Municipal Code (EMC) §155.340.060.D, a Creative Sign Permit allows for creative signs that deviate from City sign standards, and the applicant is requesting a Creative Sign Permit for the two pole signs; and

WHEREAS, the project site is located at in the DW- Downtown West zoning district, with a DC - Downtown Commercial land use designation, and the building's 5th Street façade faces a Pedestrian-Focused Frontage (PFF); and

WHEREAS, the facades of buildings facing a PFF are subject to special development standards to maintain and enhance an active and engaging pedestrian environment, and any exterior modifications to a building façade facing a PFF requires Design Review, in accordance with EMC §§155.208.040 and 155.412.040; 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 September 13, 2023 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 Eureka Municipal Code §§155.340.060.D, 155.412.040.D.2 and 155.412.040.K, 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 proposed pole signs together conform with all four Creative Sign General Design Criteria under EMC §155.340.060.D.9.a.
2. The proposed pole signs incorporate at least three of the 12 Sign Features, Materials, and Contextual Criteria under EMC §155.340.060.D.9.b, which are criteria 2, 4, 9 and 10.
3. The proposed façade improvements and signage facing the 5th Street PFF will not be detrimental to public health, safety, or welfare or materially injurious to the properties or improvements in the vicinity.

4. The proposed façade improvements facing the 5th Street PFF comply with all applicable Design Review criteria in EMC §155.412.040.J (Design Review Criteria).
5. The two proposed wall signs on the façade facing the 5th Street PFF comply with the Design Review Criteria for Community Character, Surrounding Context, Architectural Style, and Visual Interest; and are consistent with applicable standards in EMC §155.340(Signs).
6. 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. The project qualifies for the Existing Facilities exemption because façade and sign modifications to an existing restaurant development are considered minor alterations, consistent with the provisions of the Class I exemption.

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. **Administrative Adjustment.** An Administrative Adjustment to allow the two pole signs to exceed the height limitation within their respective street corner Vision Clearance Areas (VCAs) shall be approved prior to issuance of a Building Permit for the Creative Signs, to the satisfaction of Development Services – Planning; and the mounting height of the proposed signs must remain the same, or exceed their existing height to ensure appropriate VCAs to the satisfaction of Public Works – Engineering.
- B. **Signage Not Included in this Authorization.** Unless otherwise exempted by Eureka Municipal Code (EMC) §155.340.030, no signs shall be placed or erected onsite (other than the two pole signs and two wall signs on the 5th Street frontage included in this authorization) without a City of Eureka Administrative Sign Permit approved by Development Services – Planning, and, if required, a building permit from Development Services – Building.
- C. **Building and Fire Department Approvals.** Prior to commencement of any demolition, construction, or installation of signage, the applicant must obtain all required Building and Fire permits to the satisfaction of City of Eureka Public Works, Development Services – Building and – Planning, and Humboldt Bay Fire Departments.
- D. **Encroachment into Caltrans or City of Eureka Rights-of-Way.** The applicant shall obtain an Encroachment Permit from Caltrans as needed prior to any work within, or from, the Caltrans right-of-way on 5th Street (Highway 101 North), and from the City of Eureka for any work within, or from, the C Street or 6th Street rights-of-way. If the pole sign at the corner of 5th and C Streets overhangs the highway right-of-way, the applicant must obtain an Encroachment Permit from Caltrans for the sign, and the design of the sign must be approved by Caltrans; any changes to design required by Caltrans must be reported to Development Services – Planning, who will determine whether an amendment to the Creative Sign Permit is required.

- E. **New Façade Modifications Not Contemplated.** Should any new façade modifications not contemplated under, or substantially conforming to, this Design Review approval be proposed in the future to the building façade facing 5th Street, the applicant shall apply for a modification to amend this Design Review approval to the satisfaction of Development Services – Planning.

- F. **New Landscaping Not Contemplated.** Should any new landscaping or modifications to existing landscaping be proposed in the future, the applicant shall ensure new landscaping conforms to the City’s landscaping standards in EMC §155.328 et seq. to the satisfaction of Development Services – Planning prior to installation.

NOW THEREFORE, BE IT RESOLVED the Design Review Committee of the City of Eureka does hereby approve the Creative Sign Permit and Design Review, 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 13th day of September, 2023, by the following vote:

AYES: COMMITTEE MEMBERS BANDUCCI, ELLSWORTH, PEREZ
 NOES: NONE
 ABSENT: COMMITTEE MEMBER BROWNING
 ABSTAIN: NONE

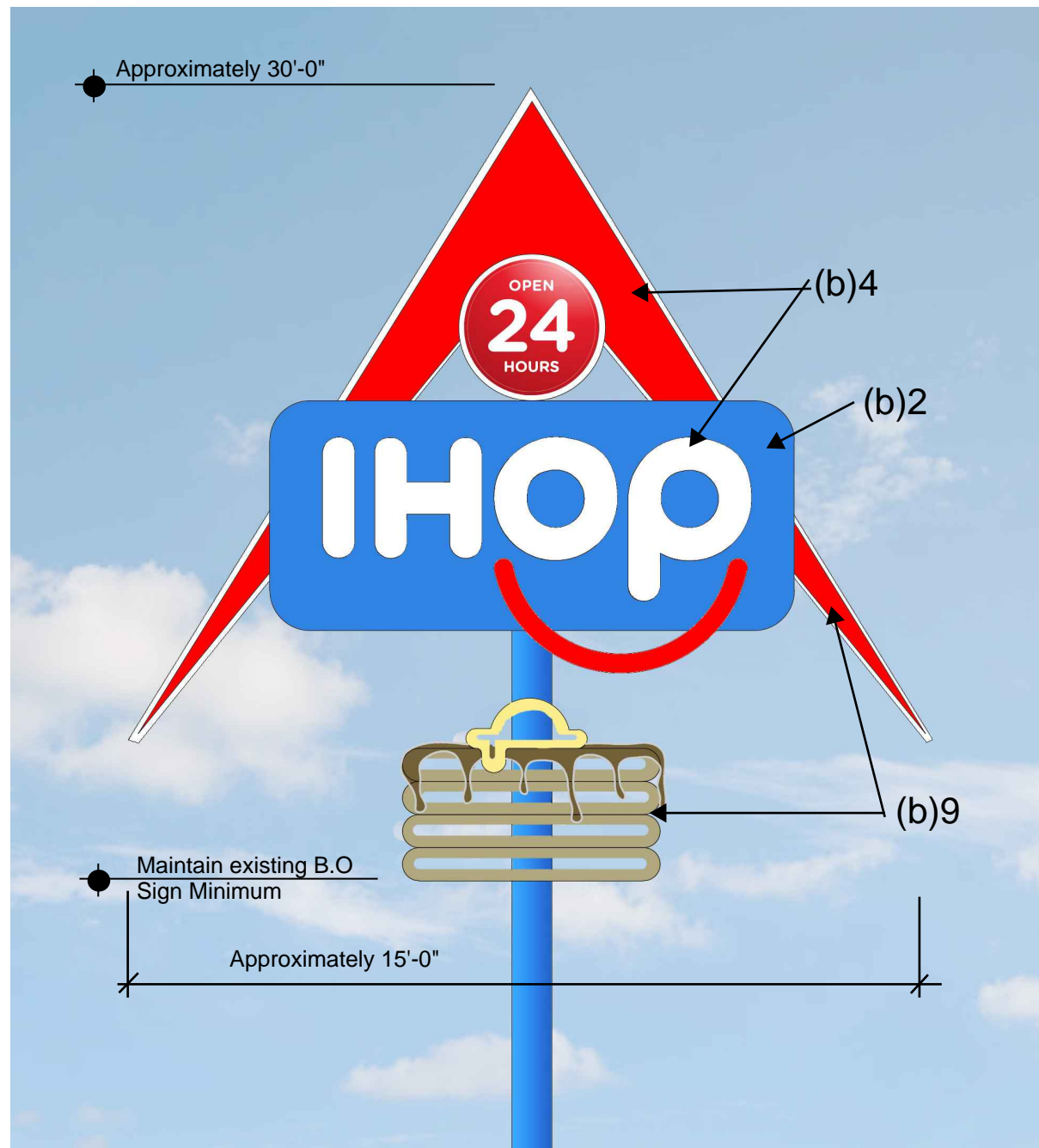


Kassidy Banducci, Chair,
 Design Review Committee

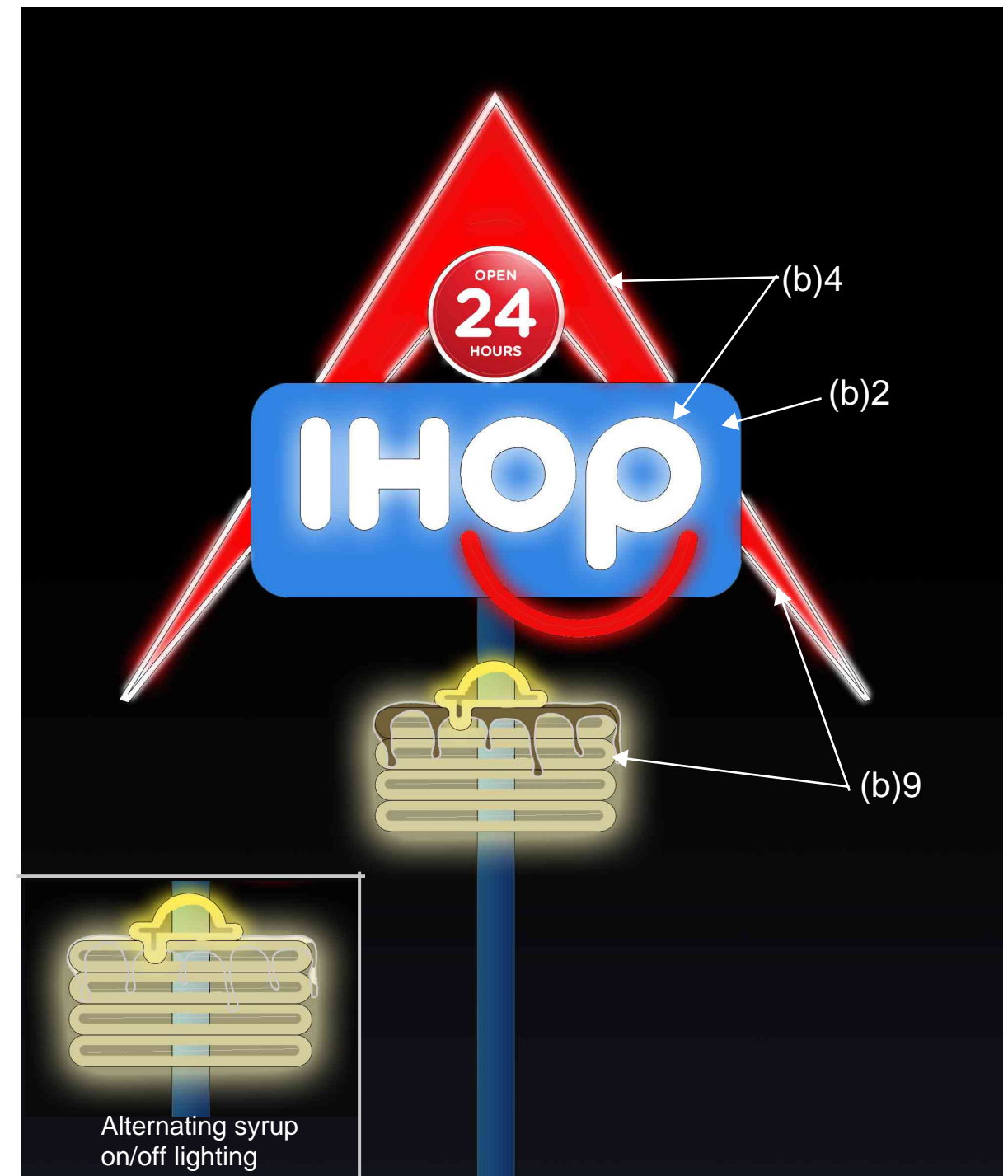
Attest:



Caitlin Castellano, Executive Secretary



5th Street & C Street



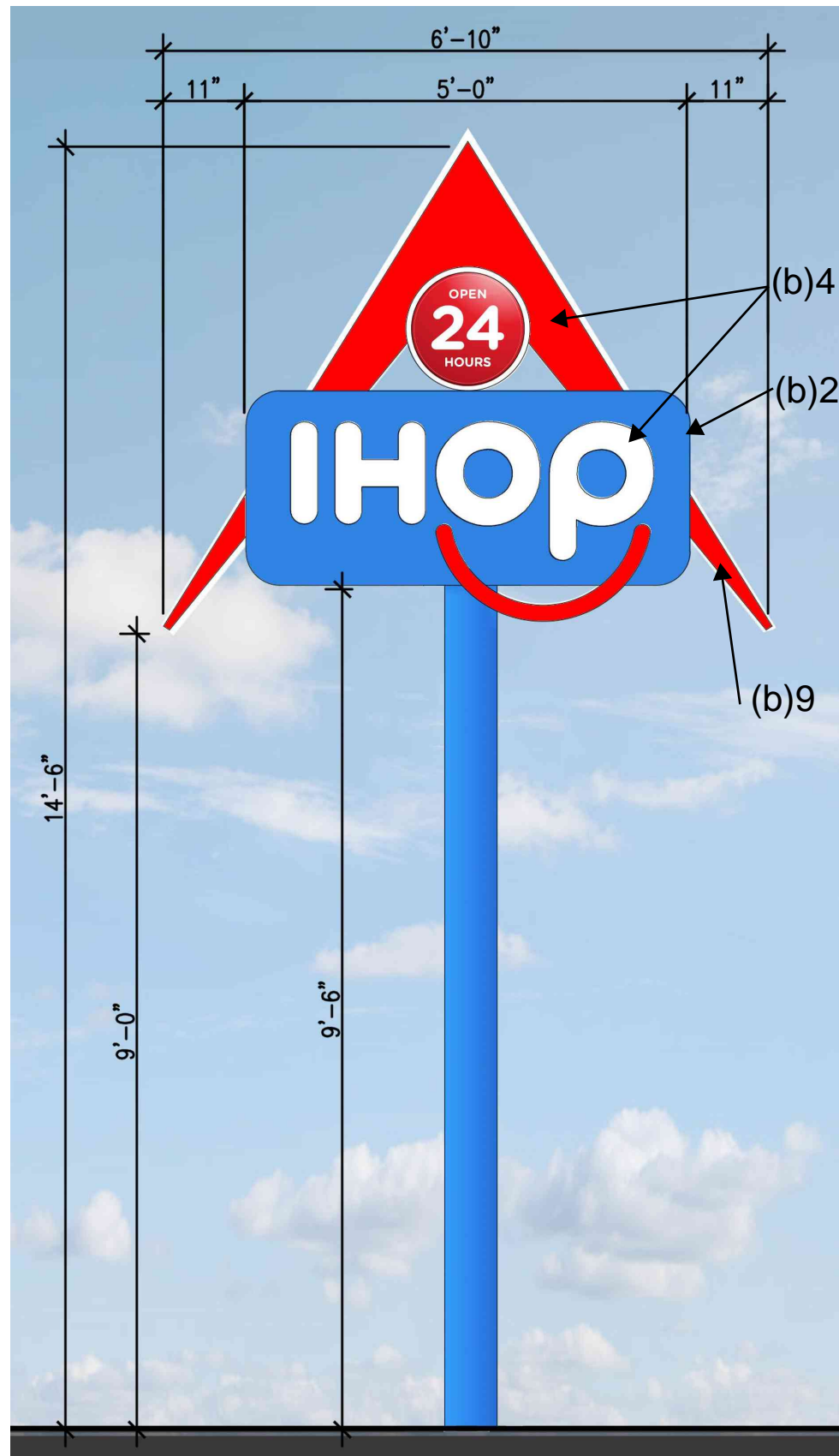
Eureka Municipal Code Section 155.340.060.D

(b) Sign features, materials and contextual criteria. The sign incorporates three or more of the following:

2. Projecting, recessed or cut-out text (e.g., push-through illuminated acrylic letters, routed letters, routed metal);
 - Providing routed blue background with extruded white box lettering with white led/neon infill

4. Creative and unique use of lighting (e.g., chase, neon lighting, LED faux neon, a well-coordinated combination of at least three different types of site-appropriate illumination);
 -Providing white led/neon internal (exposed) illumination of the logo letters, perimeter red lighting of the "gable" as well as the stylized led/neon "pancake stack"

9. Sign shape includes inventive representation of the use, name or logo of the structure or business (e.g., a fish-shaped sign for a fishing store).
 -The main sign shape is representative of the original "A-Frame" IHOP building design, incorporating the gabled roof with contemporary red flair. The led/neon "Pancakes" sign to represent the mainstay of IHOP with alternating syrup on/off lighting.



6th Street & C Street



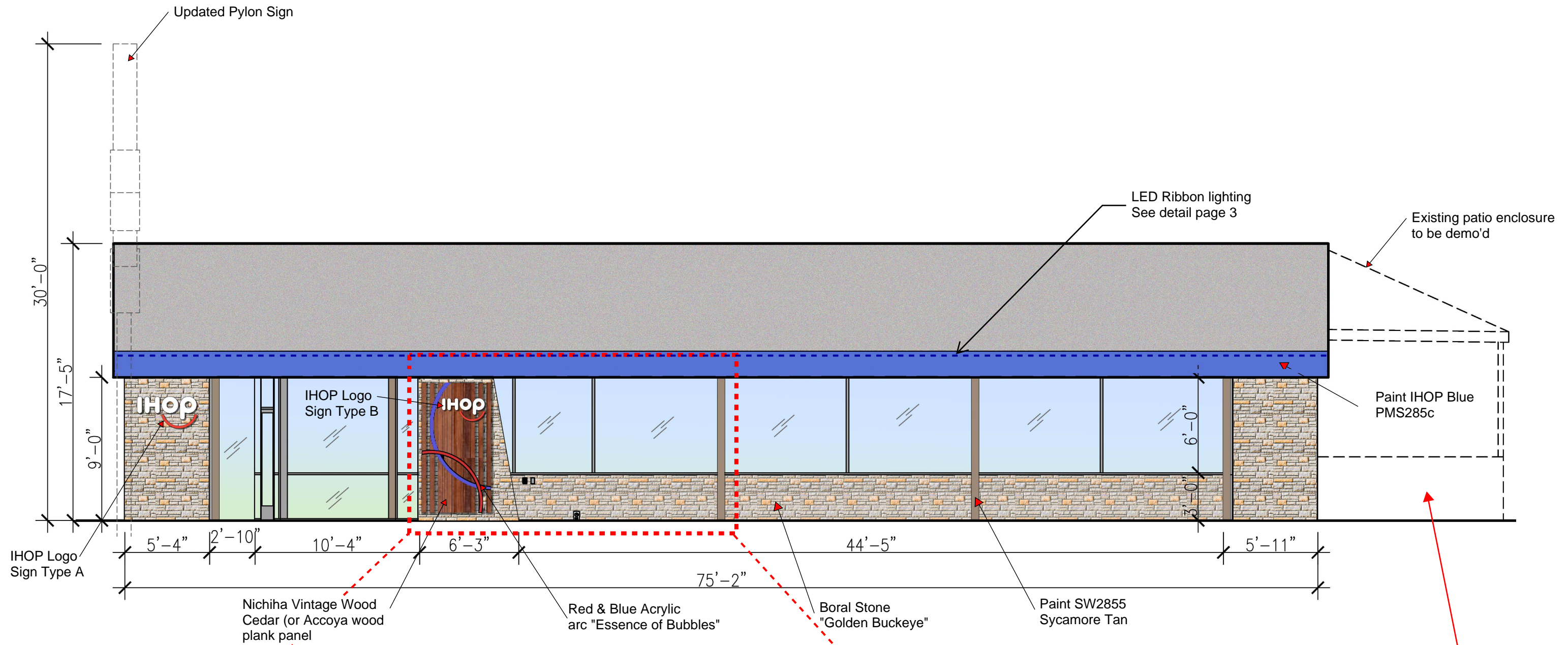
Eureka Municipal Code Section 155.340.060.D

(b) Sign features, materials and contextual criteria. The sign incorporates three or more of the following:

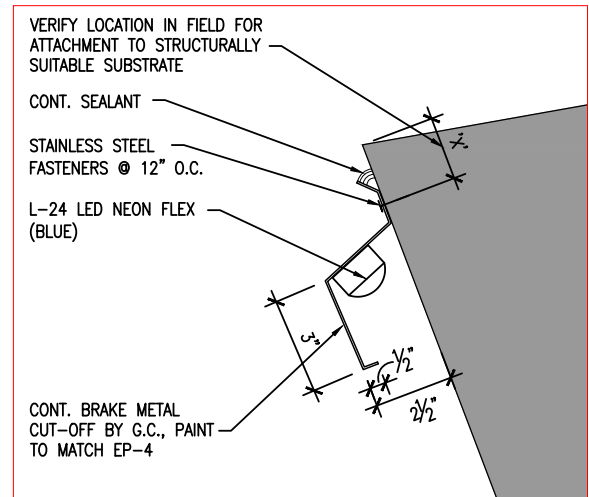
2. Projecting, recessed or cut-out text (e.g., push-through illuminated acrylic letters, routed letters, routed metal);
 - Providing routed blue background with extruded white box lettering with white led/neon infill

4. Creative and unique use of lighting (e.g., chase, neon lighting, LED faux neon, a well-coordinated combination of at least three different types of site-appropriate illumination);
 -Providing white led/neon internal (exposed) illumination of the logo letters, perimeter red lighting of the "gable" as well as the stylized led/neon "pancake stack"

9. Sign shape includes inventive representation of the use, name or logo of the structure or business (e.g., a fish-shaped sign for a fishing store).
 -The main sign shape is representative of the original "A-Frame" IHOP building design, incorporating the gabled roof with contemporary red flair. The led/neon "Pancakes" sign to represent the mainstay of IHOP with alternating syrup on/off lighting.



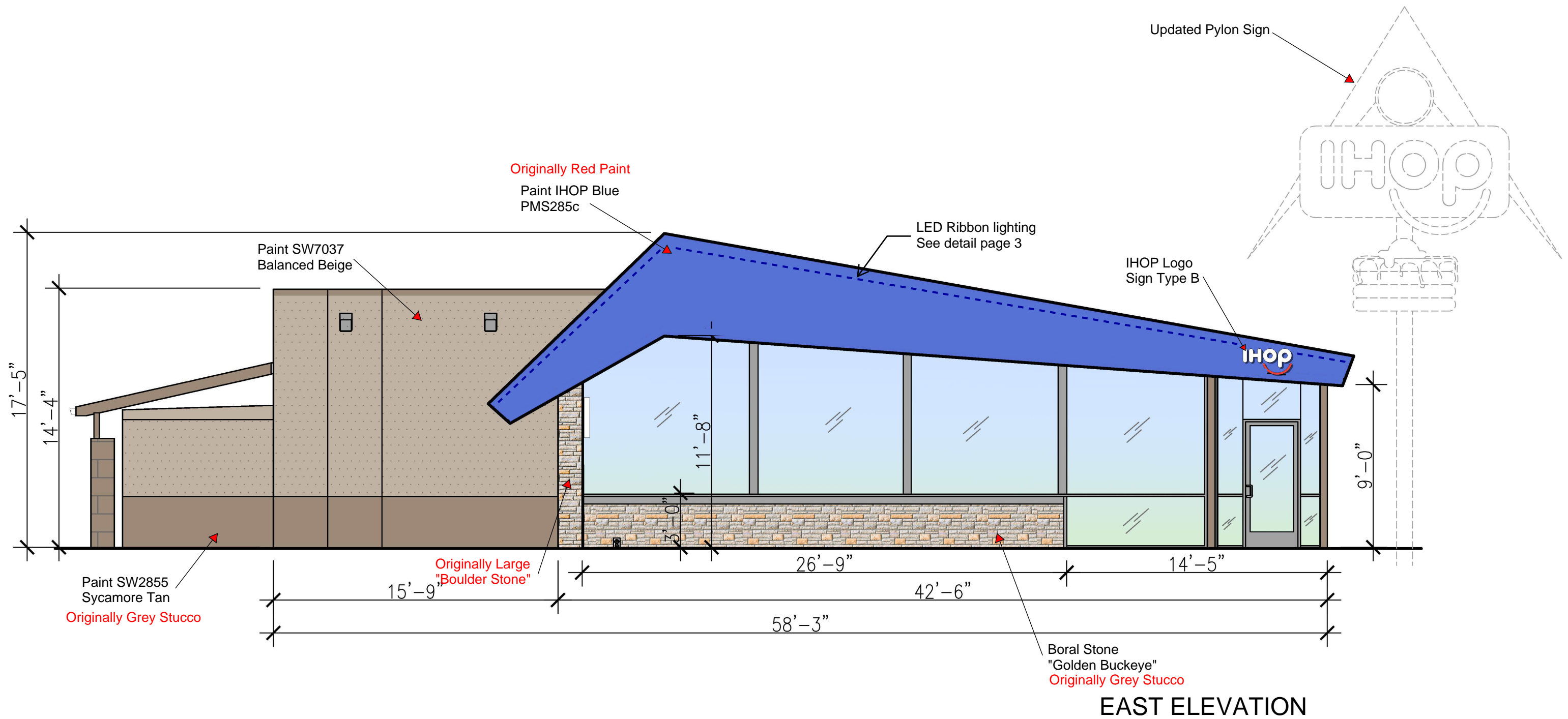
NORTH ELEVATION

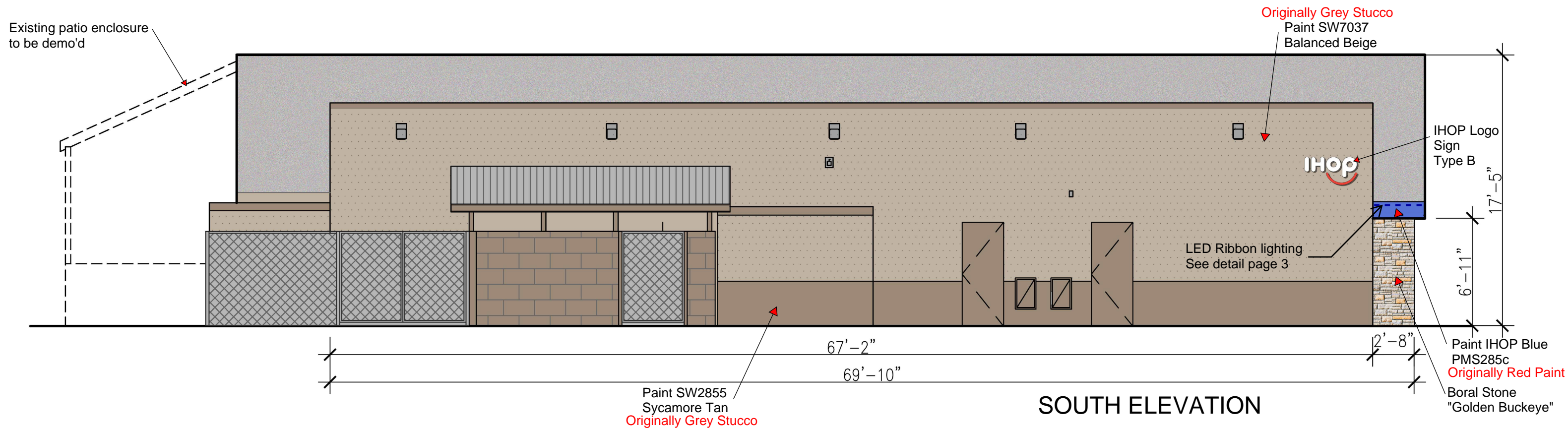
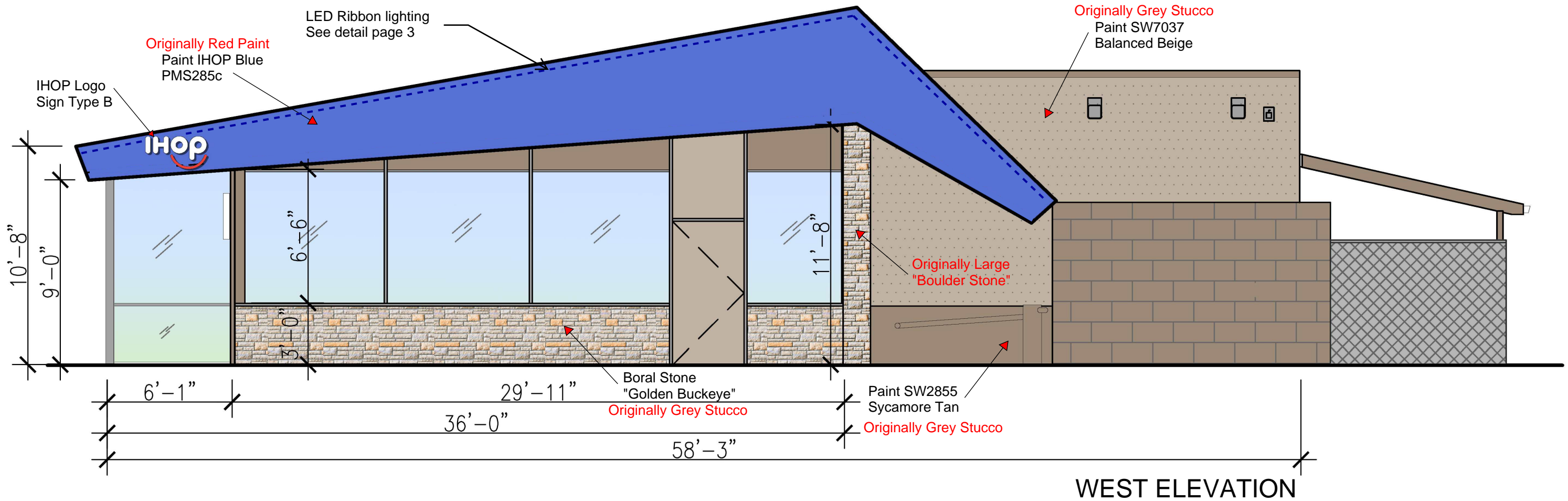


LED Ribbon Lighting and Dark Sky Shielding



Existing Patio to be demo'd





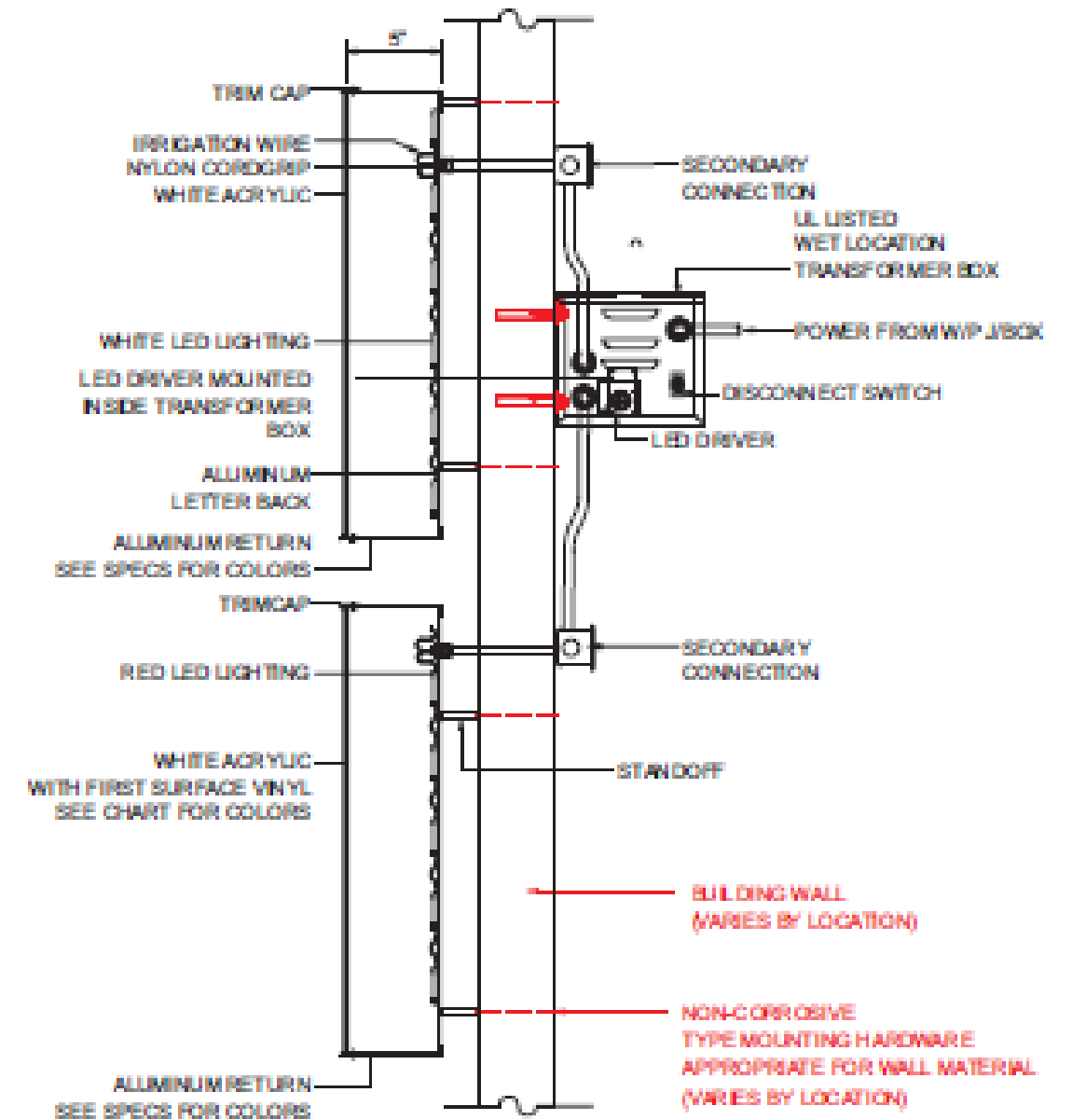
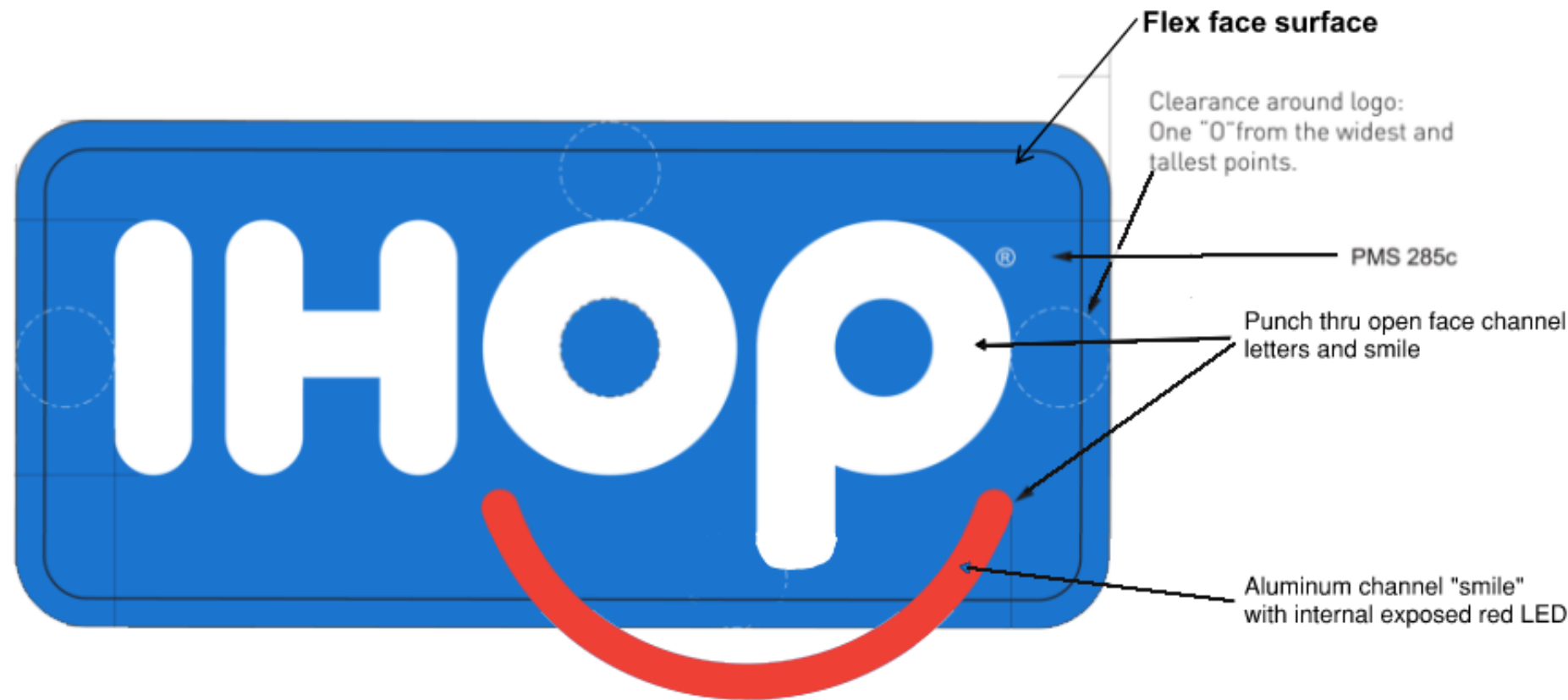
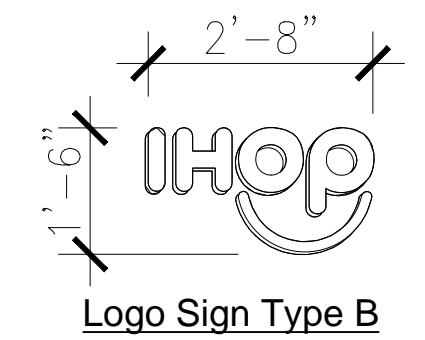
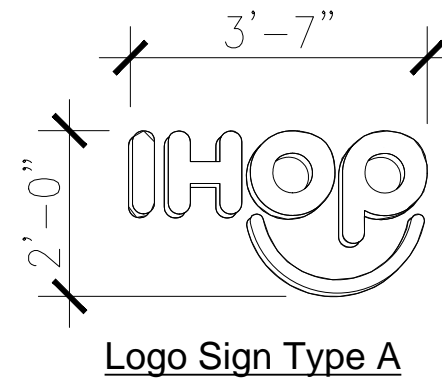
Eureka Municipal Code Section 155.340.060.D

(b) Sign features, materials and contextual criteria. The sign incorporates three or more of the following:

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IHOP Logo sign - building mounted
CHANNEL LETTERS - FACE/HALO
IHOP-30I/24A-F/HRCLNJW/R-LED
Qty. x



ARCHITECT:

DAVID SCOTT WINDLE, AIA

6201 CAMPUS CIRCLE DRIVE E
IRVING, TX 75063
PHONE: 972.870.1288
E-MAIL: ksterling@idstudio4.com

CLIENT:

MASHALLAH FOOD, INC.
5220 HENDERSON COURT
ANTIOCH, CA 94531
www.ihop.com

08.09.2023

**IHOP
CONVERSION REMODEL**

136 5TH STREET
EUREKA, CA 95501

MASHALLAH FOOD, INC.
5220 HENDERSON COURT
ANTIOCH, CA 95501



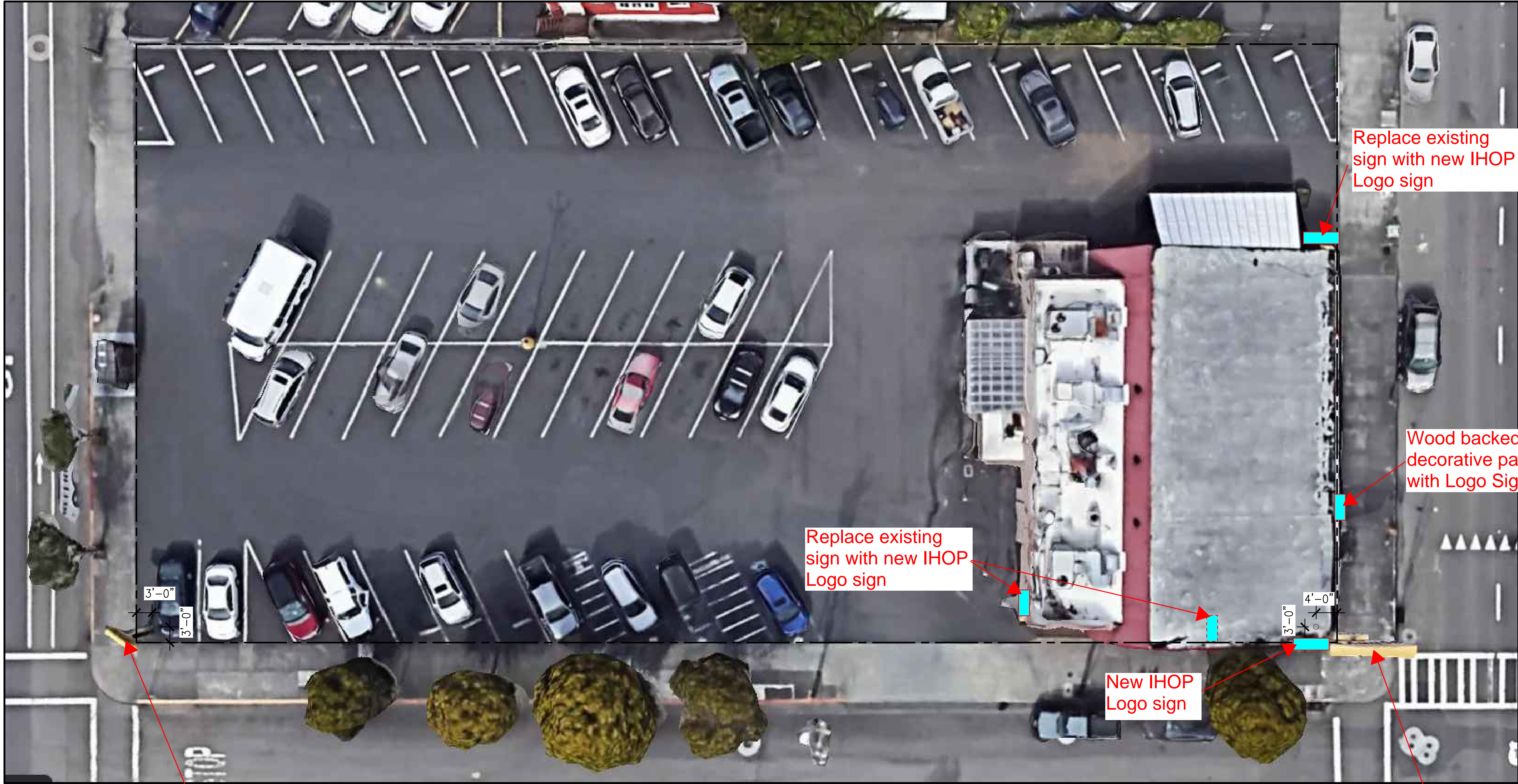
DATE	DESCRIPTION
05.23.23	ISSUE FOR PERMIT

DATE	DESCRIPTION

SIGN PACKAGE
SITE PLAN

SP-1

PROJECT NUMBER:
IHF23001



5th Street (Hwy 101)

C Street

