

**RESOLUTION NO. 2025-xx**

A RESOLUTION OF THE DESIGN REVIEW COMMITTEE OF THE CITY OF EUREKA APPROVING THE APPLEBEE'S MASTER SIGN PERMIT (SGNM-25-1) AT 2846 BROADWAY (APN 007-111-002)

WHEREAS, Peyman Kohanbash, the Applicant and agent for Applebee's, is requesting a Master Sign Permit to replace three existing wall signs, install five new wall signs, replace one pole sign copy, and replace nine awning sign copies along three distinct tenant frontages on the Applebee's restaurant building at 2846 Broadway (APN: 007-11-002); and

WHEREAS, the project site in the Coastal Zone, has a General Service Commercial (GSC) land use designation, and is in the Service Commercial (CS) Zoning District; and

WHEREAS, the four proposed wall signs on the Bayshore Way-facing tenant frontage deviate from the two wall signs per tenant frontage allowed under Eureka Municipal Code (EMC) §10-5.1708.1, Table 17-2 (Sign Standards [for the CS District]); 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 signs on large, complex, non-residential sites and to allow some deviation from sign standards as outlined in EMC §10-5.1707.3, such as from the maximum two wall signs per tenant frontage; and

WHEREAS, the existing pole sign was legally permitted in 2014 under Sign Permit SIGN-14-0015 and, although it exceeds current height and area limits, it is not subject to modification under this Master Sign Permit except for changes to sign copy; 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 August 27, 2025 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 Title 10, Chapter 5, Article 17 (Signs), including the required findings for approval in EMC §10-5.1707.3 subsection (h) (i) through (vii), 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, Zoning Code, and no specific plan or area plan has been adopted by the City Council in this portion of the City.
2. The proposed Master Sign Program features a unified and coordinated approach to the materials, size, type, placement, and general design of the 18 proposed signs for Applebee's at 2846 Broadway.
3. A deviation from sign standards in EMC §10-5.1708.1, Tables 17-2 (Sign standards for CS District) to allow up to four walls signs on the Bayshore Way-facing tenant frontage (when two are allowed) is necessary to accommodate the unique signage needs of Applebee's.

4. A deviation from sign standards in EMC §10-5.1708.1, Tables 17-9 (Sign standards for CS District), is not required for the existing pole sign, which was legally permitted in 2014 under Sign Permit SIGN-14-0015. Although the sign exceeds current height and area limits, it is exempt from those standards, and the Master Sign Program does not authorize any modifications to the pole sign beyond changes to sign copy..
5. Except for the deviations to number of wall signs per tenant frontage and the height and area of the pole sign, the allowed signs, as conditioned, comply with all applicable Sign standards.
6. The allowed signs will not adversely impact the public health, safety, or general welfare.
7. The allowed sign sizes are proportionate to the building and site where they are located.
8. The number, placement, design, and material of the allowed signs are compatible with the architectural design of buildings on the site.
9. 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 §15311, Accessory Structures, Class 11 of the CEQA Guidelines because the site is developed and the scope of work consists of the removal and replacement of existing on-premise signs, and installation of new wall signs onto an existing structure.
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) because all of the signs are attached to the building wall and/or existing structures and do not require any ground disturbance.

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 for Applebee’s at 2846 Broadway. Any proposed modifications to existing signs or new signs must be consistent with the standards below as well as any sign standards in EMC Article 17 not included in the allowed deviations, and may be allowed with an Administrative Sign Permit. Any proposed sign changes inconsistent with the Master Sign Program will require a formal amendment, to the satisfaction of Development Services – Planning.

Standard	Description
<b>Parking Lot Frontage</b>	Max 2 wall signs (114 sq. ft. total) and 3 awning signs (81 sq. ft. total). No other sign types allowed (e.g., blade, monument, window).
<b>Broadway Frontage</b>	Max 2 wall signs (61 sq. ft. total) and 3 awning signs (81 sq. ft. total). No other sign types allowed.
<b>Bayshore Way Frontage</b>	Max 4 wall signs (143 sq. ft. total) and 3 awning signs (81 sq. ft. total). No other sign types allowed.

Standard	Description
<b>Pole Sign</b>	One pole sign (128 sq. ft. max). Future modifications (except sign copy changes) must comply with current zoning standards.
<b>Total Sign Area</b>	Combined total of all wall, awning, and pole sign copy must not exceed 689 sq. ft.
<b>Design Consistency</b>	All signs must share similar design elements (e.g., color palette, materials, typography) and be proportionate and evenly spaced across façades, subject to approval by Development Services – Planning.
<b>Amendments</b>	Any proposed sign not meeting the above standards or other applicable EMC Article 17 standards will require a Master Sign Program amendment, subject to approval by Development Services – Planning.

- b. **City of Eureka Building Permit.** The Permittee must obtain all required Building and Fire permits for any new wall signs, 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.
- c. **City of Eureka and Caltrans Encroachment Permits.** Applebee’s shall obtain all required encroachment permit(s) for any work in or disruptions to the City’s right-of way or Caltrans right-of-way prior to the commencement of sign installation. Additional public improvements may be required if damage occurs to sidewalk, street, or other public appurtenances during project-related activities. Any damage to public property shall be corrected by the Applicant as directed by the City and/or Caltrans.

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 August, 2025, by the following vote:

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

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Kassidy Banducci, Chair,  
Design Review Committee

*Attest:*

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Caitlin Castellano, Executive Secretary