



CITY OF EUREKA
DEVELOPMENT SERVICES DEPARTMENT
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NOTICE OF PUBLIC HEARING

EUREKA CITY HISTORIC PRESERVATION COMMISSION

NOTICE IS HEREBY GIVEN that the Eureka City Historic Preservation Commission will hold a public hearing on Wednesday, August 1, 2018, at 4:00 p.m., or as soon thereafter as the matter can be heard, in the Council Chamber, Eureka City Hall, 531 “K” Street, Eureka, California, to consider the following application:

Project Title: Speakeasy Bracket and Sign

Project Applicant: Karina Estrada

Case No: HPO-18-0004

Project Location: 416 2nd Street; APN 001-092-002

Project Zoning and Land Use: Waterfront Commercial (CW); (C-RC) Core-Retail Commercial

Project Description: The applicant is proposing to attach a bracket to hang a double-faced, projecting wood sign on the south wall of the Speakeasy. The property is an 1874, two-story commercial building located within the Old Town Area of Eureka. The property is listed on the City of Eureka Local Register of Historic Places and the proposed addition of the sign requires Design Review and historic preservation approval by the Historic Preservation Commission pursuant to Chapter 157 of Eureka Municipal Code.

All interested persons are invited to comment on the project either in person at the scheduled public hearing, or in writing. Written comments on the project may be submitted at the hearing or prior to the hearing by mailing or delivering them to the Development Services Department, Third Floor, 531 K Street, Eureka. Accommodations for handicapped access to City meetings must be requested of the City Clerk, 441-4175, five working days in advance of the meeting. If you challenge the nature of the proposed action in court, you may be limited to raising only those issues that you or someone else raised at the public hearing described in this notice or written correspondence delivered to the public entity conducting the hearing at or prior to the public hearing. The project file is available for review at the Development Services Department, Third Floor, City Hall. If you have questions regarding the project or this notice, please contact Lisa Savage at (707) 441-4186; fax: (707) 441-4202; e-mail: lsavage@ci.eureka.ca.gov



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CITY OF EUREKA HISTORIC PRESERVATION COMMISSION

STAFF REPORT **September 5, 2018**

Project Title: 416 2nd Street – Addition of Bracket and Sign for SpeakEasy

Project Applicant: Karina Estrada

Case No: HPO-18-0004

Project Location: 416 2nd Street **APN:** 001-092-002

Project Zoning and Land Use: Waterfront Commercial (CW); (C-RC) Core-Retail Commercial

Project Description: The applicant is proposing to attach a bracket to hang a double-faced, projecting wood sign on the south wall (Opera Alley) of the Speakeasy.

The property is an 1874, two-story commercial building located within the Old Town Area of Eureka. The property is listed on the City of Eureka Local Register of Historic Places and the proposed addition of the sign requires Historic Preservation and Design Review approval by the Historic Preservation Commission pursuant to Chapter 157 of Eureka Municipal Code.

Contact Person: Lisa Savage, Project Manager; phone: (707) 441-4186; fax: (707) 441-4202; email: lsavage@ci.eureka.ca.gov

Staff Recommendation: Staff recommends that the Commission approve a bracket and a double-faced, projecting wood sign attached to the south wall of the Speakeasy.

Background: 416 2nd Street is a two-story commercial structure built in 1874 and is listed on the local register of historic places. The structure is described in the Green Book as a “Two-story stucco Mission Revival/Classic Revival commercial building with the façade added after a 1905 fire.

The property is a commercial structure with frontage on both Second Street and Opera Alley. The portion of the building being considered for the bracket (**Figure 1**) and sign (**Figure 2**) fronts Opera Alley (**Figures 3 and 4**). The proposed bracket will be installed using two #10 screws (**Figure 5**).

Figure 1: Bracket



Figure 2: Sign



Figure 3: Sign Location

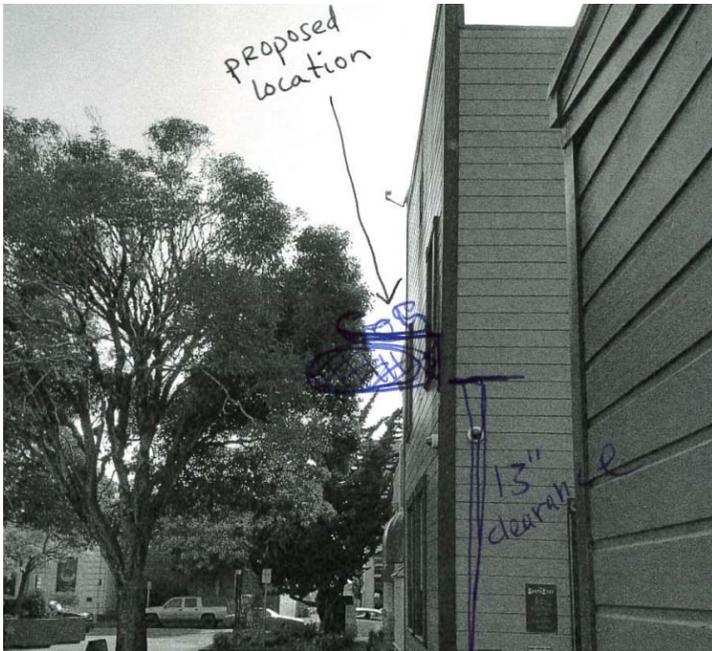


Figure 4: Sign Location with Mural

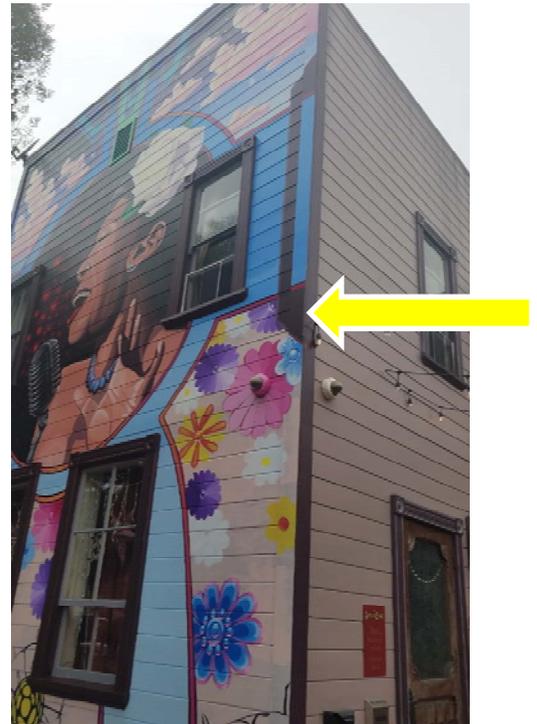


Figure 5: #10 Screws (1" long)



The bracket will be wrought iron, painted black, and will protrude from the building 30” and will be 9” in height. The sign dimensions are 24” long and 15” high, and will say “The SpeakEasy Bar” in gold foil over maroon paint.

The item that triggers HPC approval is affixing the sign bracket to the historic siding. However, the subject property is also located within the Design Review area. Signs in the Design Review area require Design Review approval. Pursuant to Eureka Municipal Code §157.006(D), the Historic Preservation Commission can act on Design Review for properties listed on the Local Register of Historic Places. Therefore, Design Review approval of the sign is also required.

Required Findings and Analysis: Title 15, Chapter 157, of the Eureka Municipal Code, Section 157.007(C), specifies that for properties listed on the Local Register of Historic Places that a proposed alteration must be considered in light of its effect on the existing historical character of the affected structure as it relates to the streetscape. Also as provided in Chapter 157, the Historic Preservation Commission has adopted the *Secretary of the Interior’s Standards for the Treatment of Historic Properties* as the guidelines for alterations to historic properties and in carrying out their historic preservation responsibilities.

The Secretary of the Interior's Standards were developed to promote consistent preservation practices. The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards are neither technical nor prescriptive, but are intended to promote responsible preservation practices that help protect cultural resources. In the Standards, there are four ways that a historic property may be treated; they include Preservation, Rehabilitation, Restoration, and Reconstruction.

Preservation focuses on the maintenance and repair of existing historic materials and retention of a property's form as it has evolved over time. Rehabilitation acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property's historic character as it has evolved over time. Restoration depicts a property at a particular period of time in its history, while removing evidence of other periods. Finally, Reconstruction re-creates vanished or non-surviving portions of a property for interpretive purposes.

The most appropriate standard for the elements of this project is Rehabilitation. This treatment standard is chosen by staff **because the proposal will alter a historic structure to meet continuing uses while retaining the structure’s historic character.** Rehabilitation emphasizes the retention and repair of historic materials, but also acknowledges that time moves forward and properties change, and that additions may be made so long as the essential historic character of the property remains. The Secretary of Interior standards do not require that every feature of a historic property be preserved, but do seek to preserve the most significant, character-defining features of a historic site. Contemporary or non-historic materials may be used in the construction where the same materials would be impractical.

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural significance when possible. There are 10 standards to consider when determining if Rehabilitation is the appropriate method of preserving a historic resource. Of the 10 standards, the following apply to this project:

1. *A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.*

The current use of the property (commercial) will remain unchanged.

2. *The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.*

The addition of a bracket to hang a double-faced, projecting wood sign attached to the south wall will not cause the removal of distinctive materials or the alteration of features, spaces, and spatial relationships, and the historic character of the property will be retained and preserved.

3. *Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.*

No conjectural features or elements from other historic properties will be added to the property. The project retains the existing design of the building while adding a bracket and a double-faced projecting wood sign.

4. *Changes to a property that have acquired historic significance in their own right will be retained and preserved.*

There are no known changes to the property that have acquired significance in their own right.

5. *Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.*

The distinctive features of the property will be preserved.

6. *Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.*

No deteriorated historic features will be repaired.

7. *Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.*

No chemical or physical treatments will occur.

8. *Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.*

With the exception of the attached bracket and sign, all work will occur within the existing footprint of the structure, and there will be no ground disturbing activities.

9. *New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*

No new additions are proposed and the minor exterior alteration needed to accommodate the addition of the bracket and sign will not significantly affect any features or spatial relationships that characterize the property.

10. *New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

If the bracket and sign are removed in the future, the essential form and integrity of the building would be unimpaired. The two small holes (13/64") could be filled and painted such that the siding would appear unimpaired.

The Historic Preservation Commission should review the proposed project to determine whether it is appropriate for the property. If the Committee concurs with Staff's analysis that the proposed project generally complies with the Secretary of the Interior's Standards for Rehabilitation, Staff recommends that the following condition of approval be added to project approval:

1. The applicant shall undertake the project as described herein and as approved by the Historic Preservation Commission. Any deviation in proposed design, architectural style, or exterior appearance from those currently proposed shall have prior approval.

If the Commission determines that the proposed project with the condition listed above does not follow the Secretary of the Interior's Standards, it is recommended that the Commission adopt conditions of approval to specify what design, and/or architectural style of the bracket and sign should be used for the proposed project.

Design Review:

The applicant is proposing adding a double-faced sign which will hang from a bracket on the Opera Alley side of the property located at 416 2nd Street (001-092-002) ("The SpeakEasy"). The dimensions are 24" long and 15" high (2.5 square feet per sign face, 5 square feet total), and will say "The SpeakEasy Bar" in gold foil over maroon paint. The parcel is located in the Waterfront Commercial (CW) zone district. The total allowable on-premise sign area is 2 square feet for every foot of street frontage. The parcel has approximately 48 feet of street frontage, which would allow 96 square feet of signage on the premises. Once the new sign is installed, there will be less than 20 square feet of signage on the building.

Sign Review Requirements and Findings:

Pursuant to Eureka Municipal Code §10-5.1801.1. et. seq., one of the purposes of Design Review is to prevent the installation of signs that would be inharmonious with their surroundings, or would have

an adverse effect on the value of property or improvements in the vicinity...The ugly, inharmonious, the monotonous, and the hazardous shall be barred, but originality in architecture and graphic design shall not be suppressed., uses and structures.

The size of the proposed sign is within the limits of the Eureka Municipal Code both for individual sign dimensions and total allowable on-premise sign area within the Waterfront Commercial zone district.

Given the fact there is another projecting sign in Opera Alley on the parcel to the north of the SpeakEasy that is similar to the proposed sign, Staff believes the Commission can make the findings that the sign is not inharmonious with the surroundings and would not have an adverse effect on the value of property or improvements in the vicinity, and the project as proposed and conditioned is not ugly, inharmonious, monotonous, or hazardous.



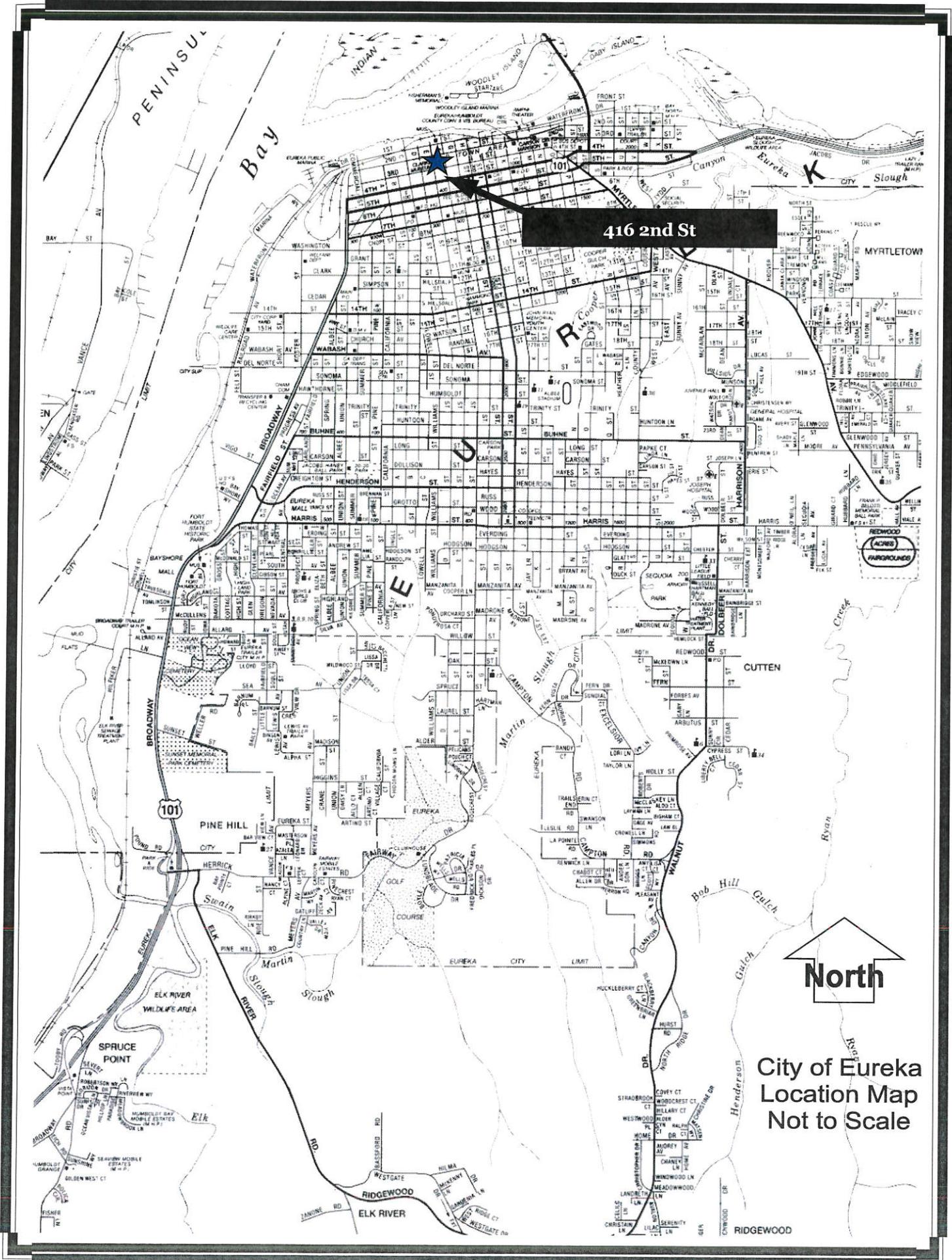
Environmental: This project is subject to environmental review in accordance with the California Environmental Quality Act (CEQA). A project that complies with the Secretary of the Interior's Standards for the Treatment of Historic Properties qualifies for a Class 31 exemption from the

preparation of environmental documents. This project is consistent with the Secretary of the Interior’s Standards and qualifies for a Class 31 exemption from CEQA. The installation of the sign qualifies for a Class 1 exemption from CEQA which allows for ...”additions to existing structures, provided the addition will not result in an increase of more than: 50% of the floor area of the structure”.

Recommended Motion: *“I move that the Historic Preservation Commission adopt “A Resolution of the Historic Preservation Commission of the City of Eureka approving the addition of a bracket and a double-faced, projecting wood sign attached to the south wall of the Speakeasy”*

Support Material:

Attachment A	Vicinity Map	pages 8-9
Attachment B	Resolution.....	pages 10-12



RESOLUTION NO. 2018-0X

A RESOLUTION OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF EUREKA APPROVING THE ADDITION OF A BRACKET AND A DOUBLE-FACED PROJECTING SIGN IN OPERA ALLEY AT 416 2ND STREET

WHEREAS, 416 2nd Street is a two-story commercial structure built in 1874 and is listed on the local register of historic places. The structure is described in the Green Book as a “Two-story stucco Mission Revival/Classic Revival commercial building with the façade added after a 1905 fire; and

WHEREAS, the subject site is located within the Design Review Area; and

WHEREAS, on June 19, 2018, the property owner submitted an application requesting approval from the Historic Preservation Commission to attach a bracket to hang a double-faced, projecting wood sign on the south wall (Opera Alley) of the Speakeasy; and

WHEREAS, the most appropriate standard for the elements of this project is Rehabilitation; and

WHEREAS, the current use of the property (commercial) will remain unchanged; and

WHEREAS, Title 15, Chapter 157, of the Eureka Municipal Code, Section 157.006 3(C), specifies that no property, which is designated on the Local Register of Historic Places, shall be altered unless the alteration is approved by the city, following notice to the extent required by § 157.005 and hearing(s) pursuant to the chapter; and

WHEREAS, Eureka Municipal Code §157.000 (J) prescribes the findings required to be made by the Historic Preservation Commission prior to granting approval of projects associated with historic properties; and

WHEREAS, pursuant to Eureka Municipal Code §10-5.1801.1 et. seq., the purpose of Design Review is to prevent the installation of signs that would be inharmonious with their surroundings, or would have an adverse effect on the value of property or improvements in the vicinity...The ugly, inharmonious, the monotonous, and the hazardous shall be barred, but originality in architecture and graphic design shall not be suppressed., uses and structures; and

WHEREAS, Eureka Municipal Code §157.006 (D) allows the Historic Preservation Commission to approve Design Review for projects that have the potential to permanently affect the historic integrity or character of the property; and

WHEREAS, on September 5, 2018, the Historic Preservation Commission held a duly noticed public hearing.

NOW THEREFORE, BE IT RESOLVED by the Historic Preservation Commission of the City of Eureka that the project, as conditioned and described in the Staff Report, was approved, and the decision to approve the subject application with conditions was made after careful, reasoned and

equitable consideration of the evidence in the record, including, but not limited to: written and oral testimony submitted at the public hearing; the staff report; site investigation(s); project file; and, the evidence submitted with the permit application. The findings of fact listed below “bridge the analytical gap” between the raw evidence in the record and the Historic Preservation Commission’s decision.

1. The project is subject to environmental review in accordance with the California Environmental Quality Act (CEQA). The project complies with the Secretary of the Interior’s Standards for the Treatment of Historic Properties and therefore qualifies for a Class 31 exemption from the preparation of environmental documents.
2. The property has been determined to be of historic value by qualified historic experts in the Eureka Heritage Society’s inventory, *Eureka: an Architectural View*.
3. The designation follows the guidelines and criteria of the Secretary of the Interior’s Standards.
4. The size of the proposed sign is within the limits of the Eureka Municipal Code both for individual sign dimensions and total allowable on-premise sign area within the Waterfront Commercial zone district.
5. The sign is not inharmonious with the surroundings and would not have an adverse effect on the value of property or improvements in the vicinity, and the project as proposed and conditioned is not ugly, inharmonious, monotonous, or hazardous.

FURTHER, BE IT RESOLVED project approval is conditioned on the following terms and requirements. The violation of any term or requirement of this conditional approval may result in the revocation of the permit.

1. The applicant shall undertake the project as described herein and as approved by the Historic Preservation Commission. Any deviation in proposed design, architectural style, or exterior appearance from those currently proposed shall have prior approval.

PASSED, APPROVED AND ADOPTED by the Historic Preservation Commission of the City of Eureka in the County of Humboldt, State of California, on the 5th day of September 2018, by the following vote:

AYES: COMMISSIONERS
NOES: COMMISSIONERS
ABSENT: COMMISSIONERS
ABSTAIN: COMMISSIONERS

Ted Loring, Chair, Historic Preservation Commission

Attest:

Rob Holmlund, Development Services Director