



# OPERA ALLEY PLAN



Opera Alley is a unique and vibrant element of Eureka's Old Town and the City plans to enhance it in the coming years. The Alley has great potential to connect pedestrians throughout Old Town and tackling specific improvement projects will help to stimulate local businesses, the tourism economy, and local sales tax revenue.

This document serves to discuss and prioritize potential projects to be implemented in the next few years throughout Opera Alley, helping to invigorate Old Town and make the Alley an enhanced space for visitors to enjoy. The main goals of this plan are to stimulate use, connectivity, culture, business, and safety. We want an alley that fosters interaction, encourages local businesses, beautifies Old Town, and expands the core use area beyond E and F Streets.

In pursuit of the above goals the City developed this Visioning Plan to be utilized as a tool to guide the City, local business and property owners, and Eureka Main Street in implementing change to the Alley that will be beneficial to both Old Town and the local economy.

Our goal is not to implement every idea in this Plan, but to inspire, motivate, and to unify efforts in one direction. Please read on and contact Development Services Staff with new ideas and ways to contribute to the improvement of Opera Alley.

Rob Holmlund, AICP  
Development Services Director





The main goals of this plan are to stimulate use, connectivity, culture, business, and safety. We want an alley that fosters interaction, encourages local businesses, beautifies Old Town, and expands the core use area beyond E and F Streets. All projects discussed in this plan speak to these goals. Projects prioritized by staff can be found on pages 5-26.

To accomplish the above goals, proposed projects aim to stimulate:

**BUSINESS**  
**EXPANDED USE**  
**CULTURE & BEAUTY**  
**PEDESTRIAN CONNECTIVITY**  
**SAFETY & CLEANLINESS**

Projects prioritized by Staff fall into the following general categories:

**ART & EXHIBITS**  
**INFRASTRUCTURE IMPROVEMENTS**  
**LANDSCAPING**  
**SPECIAL EVENTS**  
**PLAQUES & SIGNAGE**

In pursuit of the above goals the City has developed this Visioning Plan to be utilized as a tool to guide the City, local business and property owners, and Eureka Main Street in implementing specific projects along the Alley that will be beneficial to both Old Town and the local economy.

For the purposes of this Visioning Plan, the Opera Alley “Project Area” or “Alley” is considered the Alley between 2nd and 3rd Streets from C to H Streets in Old Town. The project area is a 5-block area outlined in the site conditions section (pages 40-46).

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# STAFF RECOMMENDED PROJECTS



## STAFF RECOMMENDED PROJECTS

After considering a large variety of projects (full list can be found on page 55), staff recommends that the following projects be prioritized. All projects fall into at least one of the five identified project categories: Art & Exhibits, Hard Infrastructure Improvements, Landscaping, Plaques & Signage, and Special Events. All categories are designed to address the goals of stimulating use, culture, business, and safety.

The following projects are listed in geographic order. Each aligns with identified improvement goals, are easy to implement, and provide opportunities for a pilot-based, "learn as you go" approach.

Each improvement (pages 7-26) is marked with a colored dot and number. The architectural renderings (pages 27-39) are marked with large pink dots.



1.

## WIRE SCULPTURE INSTALLATION IN ALLEY SOUTH OF C STREET

**ABOUT:** Wire artist Elizabeth Berrien has a studio adjacent to alley and is open to discussing hanging one of her pieces in the alley between the C Street Studios and the Humboldt Community and Access Resource Center building. This installation would hang in midair and draw passerby into the C street studios and to nearby shops.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. It serves to encourage culture & beauty, connectivity, and safety.

**ROLE OF THE CITY:** Staff can help facilitate the installation of the sculpture, facilitate discussion between building owners, and ensure that any installation meets height restriction needs of Recology and the Fire Department.

**COST TO THE CITY:** TBD



2.

## INSTALLATION OF PEDESTRIAN-SCALE LIGHTING

**ABOUT:** The installation of pedestrian-scale lighting would help to create a feeling of safety throughout the Alley in the evenings and tie the five-block area together with unified infrastructure. Well-lit areas with attractive lighting encourage pedestrian use and would serve to support businesses that front the Alley in the evening.

**MEETS PROJECT GOALS BY:** This project falls under the Infrastructure category. It serves to encourage connectivity, and safety & cleanliness.

**ROLE OF THE CITY:** Staff can contact property owners and facilitate the process of purchasing lights for several buildings interspersed through the five block area preferably one light minimum per block.

**COST TO THE CITY: \$0**



3.

### MURAL/EXHIBIT ON SIDE OF MENDENHALL BUILDING

**ABOUT:** The Mendenhall building is currently in the process of being turned into several artist studios, similar to the C street studios across C Street. A series of murals on the wall adjacent to the City owned parking lot will allow artists housed in the Mendenhall building an opportunity to showcase their art and beautify a section of the alley in need of additional foot traffic and visual interest. A related idea suggested by property owners is to showcase Anne Mendenhall's historic newspaper clippings on the Mendenhall building in honor of her time in Old Town.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. It serves to encourage culture & beauty, connectivity, and safety.

**ROLE OF THE CITY:** Staff can contact the property owners and facilitate the process of contacting interested artists. Staff may also take on the responsibility of printing out copies of art pieces on a weatherproof material and installing onto the wall.

**COST TO THE CITY:** TBD



4.

## REVITALIZATION OF CITY LOT ADJACENT TO MENDENALL BUILDING

- INSTALL PEDESTRIAN SCALE LIGHTING
- INSTALL PLANTER BOXES

**ABOUT:** The City owned parking lot on the corner of D and Third Streets adjacent to Opera Alley is uninviting and underutilized. Staff envisions multiple projects in the parking lot and alley including, pedestrian friendly lighting, murals on the adjacent building, landscaping, and art installations. Investing in the lot simultaneously increases use of both Alley and City owned parking lot.

**MEETS PROJECT GOALS BY:** This project falls under the Infrastructure, Landscaping, and Arts and Exhibits categories. Increasing the aesthetic nature of the parking lot will encourage use, beauty and connectivity.

**ROLE OF THE CITY:** This would be primarily a City Improvement Project with perhaps some volunteer/adjacent property owner contributions toward art and landscaping.

**COST TO THE CITY:** TBD



5.

## PHANTOM GALLERY IN HUMBOLDT HERBALS CLASSROOM

**ABOUT:** Empty windows are potential art venues outside traditional gallery settings. They offer collaboration between business owners, building owners, local artists, the artistic community, and the public. Art gives life to empty places.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. It serves to encourage culture & beauty, connectivity, and business.

**ROLE OF THE CITY:** Staff can help facilitate the installation of the art and work with Eureka Main Street and the property/building owners.

**COST TO THE CITY:** \$0



6.

## MINI-MURAL BEHIND HUMBOLDT HERBALS CLASSROOM

**ABOUT:** This small plywood square covers the window looking into the stairwell leading to upstairs apartments at the corner of Opera Alley and D Street. It is a perfect location for a small wheatgrass paste paper mural or painted mural.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. It serves to encourage culture & beauty and connectivity from Imperiale Square to the city owned parking lot.

**ROLE OF THE CITY:** Staff can help facilitate the installation of the mural with the property owner, the Eureka Main Street Board, the Ink People, and Linda Wise from Recology.

**COST TO THE CITY:** TBD



7.

## PHANTOM GALLEY IN VACANT STOREFRONTS

**ABOUT:** Phantom Art Galleries transform and energize pedestrian thoroughfares and unoccupied properties through the public presentation of art. Bringing art into current vacant storefronts will draw attention away from vacancies along the Alley and provide exposure for the artist and property owner.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. It serves to encourage culture & beauty, connectivity, and business.

**ROLE OF THE CITY:** Staff can help facilitate the installation of the art and work with Eureka Main Street and the property owner.

**COST TO THE CITY:** \$0



# 8.

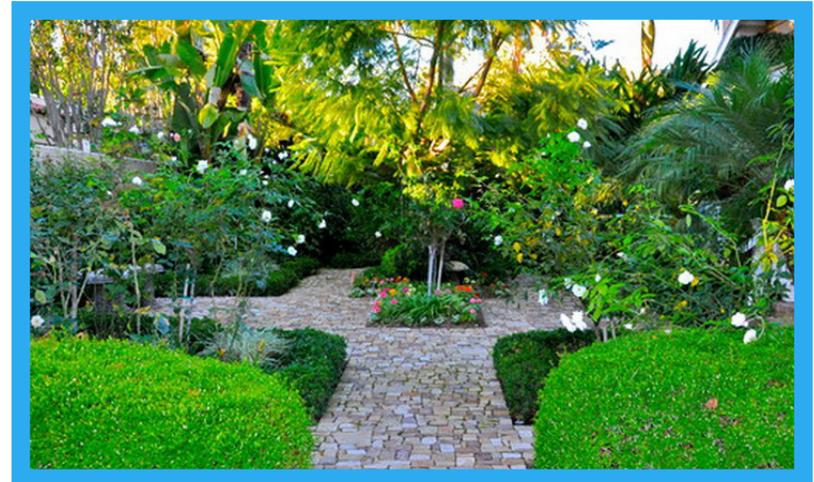
## MAINTENANCE PLAN FOR LANDSCAPED AREAS

**ABOUT:** The Alley features several areas for improved landscaping, even in the heart of Eureka's most urban district. Areas including Clarke Plaza, the perpendicular alley behind the Clarke Museum, Imperiale Square, and the garden boxes behind the Old Schooner Saloon all provide beautiful greenery to the area, but could benefit from more aggressive landscaping plans. Imperiale Square is an especially important area to revitalize, as it would most directly affect a number of businesses that front the square. Imperiale Square is privately owned and is not City maintained.

**MEETS PROJECT GOALS BY:** This project falls under the Landscaping category. It serves to encourage culture & beauty, connectivity, and safety & cleanliness.

**ROLE OF THE CITY:** Staff help create a volunteer gardening team, partnering with the Adopt-a-Block Program, Keep Eureka Beautiful, The Rescue Mission, The Eureka Garden Club, or another organization.

**COST TO THE CITY:** \$0



9.

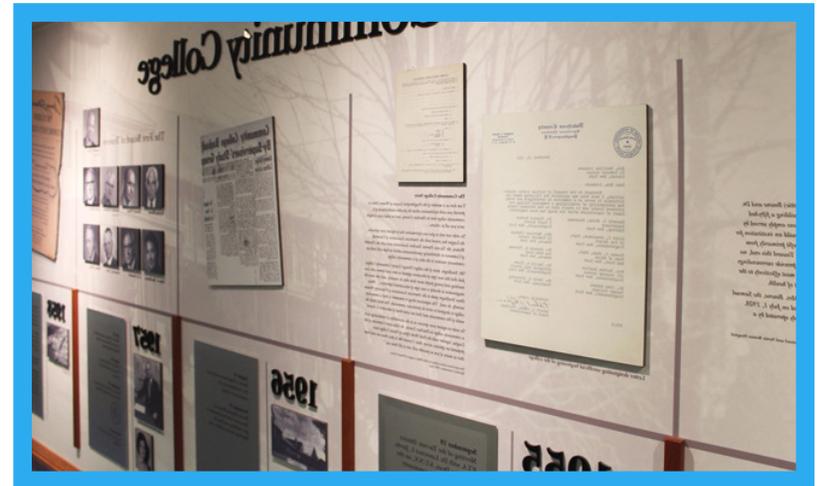
## CLARKE MUSEUM ANNEX INTERACTIVE WALL

**ABOUT:** A mural or rotating exhibit on the side the Clarke Museum Annex will beautify our alley and decrease vandalism and graffiti. An installation created and maintained by the Clarke Museum can serve as an additional exhibit space housed outside of the museum, drawing new users into the museum and creates a greater appreciation of the visual arts and our historical roots. The Clarke Museum has expressed interest in pursuing this project and applying for grant funding.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. it serves to encourage culture & beauty, connectivity, and business.

**ROLE OF THE CITY:** Staff can allow the Clarke Museum unrestricted access to the side of the City-owned building facing the Alley, and collaborate with the Museum in choosing the content of the exhibition and raising money for the installation.

**COST TO THE CITY:** TBD



10.

BEAUTIFY UTILITY BOARD

ABOUT: Opera Alley is an ideal location for a community board due to its central location and regular foot traffic. AT&T has a utility board next to Cafe Nooner that is currently used as a community message board. Although this current use serves to engage and inform the community, it is also unsightly and not well maintained. Staff hopes to start a new project engaging people in a new way. "Before I Die" is a global art project that invites people to reflect on their lives and share their personal aspirations and hopes on a large chalkboard.

MEETS PROJECT GOALS BY: This project falls under the Arts & Exhibits category. It serves to encourage culture & beauty, connectivity, and use.

ROLE OF THE CITY: Staff can contact AT&T for permission and Install new backing, chalkboard paint, chalk holder, and paint stencil.

COST TO THE CITY: Approximately \$200



11.

## FACILITATING EXTRA SEATING FOR CAFE NOONER

**ABOUT:** The owner of Café Nooner, has requested approval from the City to enclose and expand the outdoor seating area in Opera Alley utilized by their patrons. The business owner has proposed a more durable fence that could be left up at all times and additional seating in the raised planter area between the sidewalk and Opera Alley. A deck similar to a parklet would sit on top of the raised area. This is an easily completed improvement with existing property owner interest.

**MEETS PROJECT GOALS BY:** This project falls under the Landscaping category. It encourages business and use.

**ROLE OF THE CITY:** Staff can help facilitate the easement/legal permitting process, and allow access to city land.

**COST TO THE CITY:** \$0. This project will generate revenue through annual rental payment for use of City property.



12.

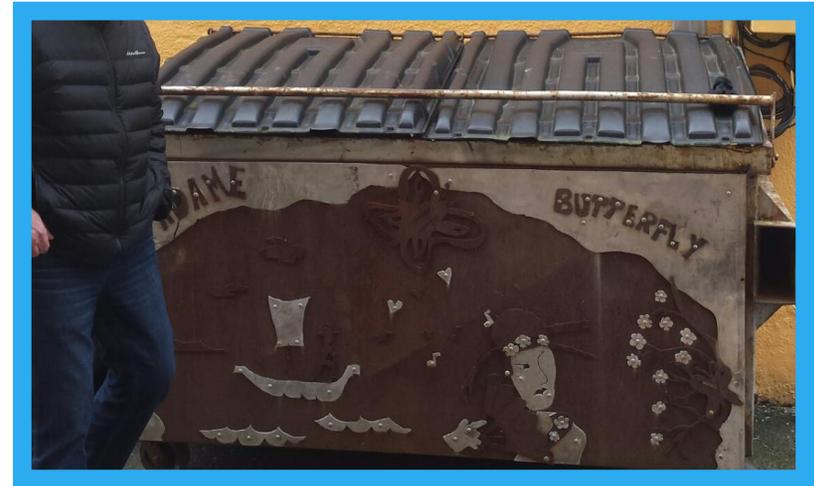
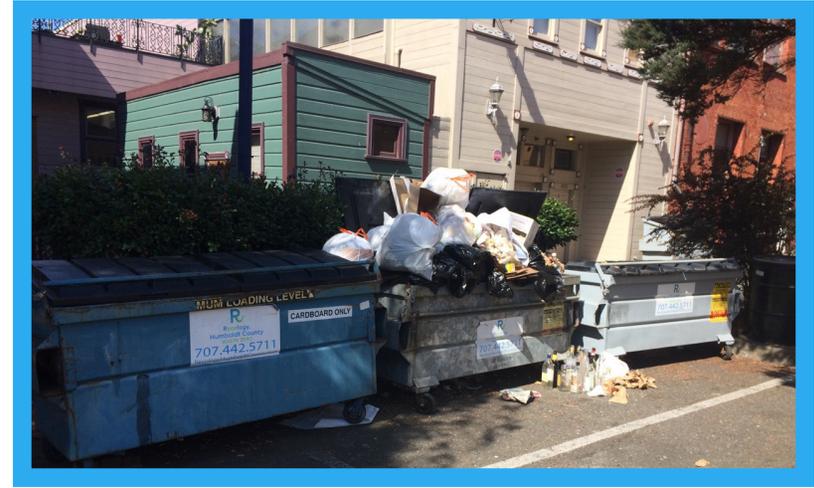
## ARTISTIC COVERS FOR DUMPSTERS BY CLARKE PLAZA & CAROSN BLOCK

**ABOUT:** The dumpsters adjacent to the alley in this area are necessary for the surrounding businesses, but do not encourage use of the Alley. The bins are orderly but could be made more attractive to passerby if they were covered by wheatpaste posters or paint. Having interesting, individualized bins may help to draw users further up and down the Alley to explore the variety of designs on the bins.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. it serves to encourage culture & beauty and safety & cleanliness.

**ROLE OF THE CITY:** Staff can facilitate the relationship between artists and Linda Wise from Recology.

**COST TO THE CITY:** TBD



# 13.

## STRING LIGHTS BETWEEN TALISMAN AND RITZ BUILDING

**ABOUT:** String lights are a welcome addition to an alley space, brightening the pathway and encouraging day-to-night use. A perfect location for the lights is between Talisman and the Ritz Building, to draw visitors further down towards business that currently open onto the alley in the evening (Cafe Nooner and The Speakeasy). Placing lights at this location will also mirror the twinkly lights used by the Humboldt Bay Coffee Roasters for Arts Alive.

**MEETS PROJECT GOALS BY:** This project falls under the Infrastructure category. It serves to encourage culture & beauty, connectivity, safety, and use.

**ROLE OF THE CITY:** Staff can contact the property owners of the two buildings and assist in the installation of the lighting.

**COST TO THE CITY:** \$0



14.

## ART IN THE ARCHES

**ABOUT:** Part of staff's visioning of art in Opera Alley includes murals in the bricked in arches on the alley side of the Carson Block Building. Local artist, Katy Texas, developed designs for the arches, but the project was never implemented. Depending upon the property owner's interest, we could either use the prepared designs or have a new concept designed for the arches.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. The murals in the arches will provide beauty, use, cleanliness and safety.

**ROLE OF THE CITY:** Assist with facilitating meetings between property owner, artists, etc.

**COST TO THE CITY:** TBD



15.

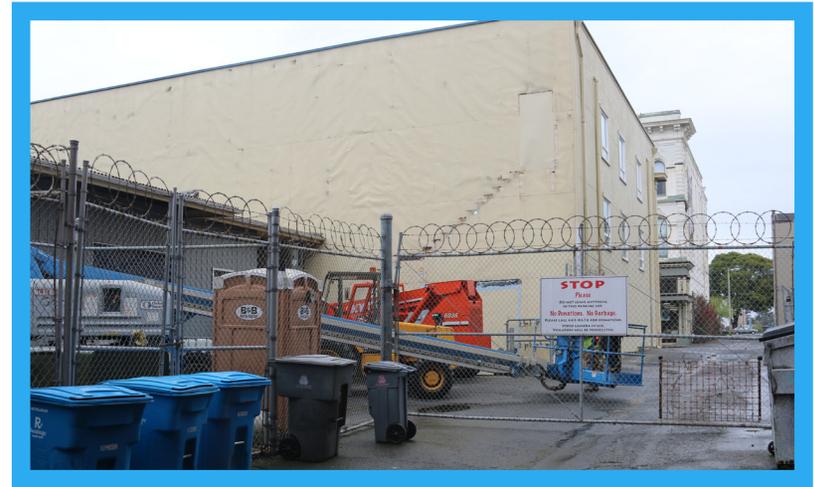
## REDESIGN FENCING BEHIND SAINT VINCENT DEPAUL

**ABOUT:** Sections of the alley under construction have razor wire fences to protect construction equipment. Once the rehabilitation of the Saint Vincent De Paul is complete the razor wire should be removed. Staff recommends installing new fencing in a style and color similar to the blue plastic fencing across the alley at the Humboldt Bay Coffee Roasters.

**MEETS PROJECT GOALS BY:** This project falls under the Infrastructure category. It serves to encourage beauty, use, connectivity, and safety.

**ROLE OF THE CITY:** Staff can contact the property owner and ensure fencing is promptly removed when construction is complete, and facilitate the sharing of information between the coffee roasting roasters and Saint Vincent De Paul.

**COST TO THE CITY:** \$0



# 16.

## WAYFINDING SIGNAGE THROUGHOUT ALLEY

**ABOUT:** The Alley currently has one wayfinding sign by Cafe Nooner that points out Opera Alley. Having a sign on each block of the five-block area will create awareness of the Alley and encourage use from C to I Street as well as creating a feeling of consistency up and down the Alley. Signs can either be mounted on poles similar to the existing sign, or be mounted onto buildings along the alley. Creating a cohesive design and color scheme would help to create a feeling of consistency throughout the Alley.

**MEETS PROJECT GOALS BY:** This project falls under the Infrastructure category. It serves to encourage connectivity and use.

**ROLE OF THE CITY:** Staff can facilitate the solicitation of designs for the signs, and pay for fabrication and installation.

**COST TO THE CITY:** Approximately \$600



17.

BEAUTIFICATION OPTIONS AT CORNER OF OPERA ALLEY AND I STREETS

ABOUT: The property at the corner of Opera Alley and I street will soon be rebuilt and contribute to the culture and use of the alley. In the interim a temporary installation attached to the fencing can serve to beautify the area and may be moved to another location with chain link fencing once the property is developed. The installation will include historic information specific to Eureka, and signage for the coffee roasters tasting room.

MEETS PROJECT GOALS BY: This project falls under the Arts & Exhibits category. it serves to encourage culture & beauty, use, and connectivity.

ROLE OF THE CITY: Staff can approach property owner and assist with installation of a beautification option of their choice.

COST TO THE CITY: \$0



18.

## BEAUTIFY CABINET BY PARASOL ARTS

**ABOUT:** Utility box murals can be used to deter graffiti and to present a unified community identity. The transformed boxes become distinctive works of art, creating a more vibrant, attractive cityscape. They also celebrate local artists and their artwork.

**MEETS PROJECT GOALS BY:** This project falls under the Arts & Exhibits category. It serves to encourage use, and culture & beauty.

**ROLE OF THE CITY:** Staff can reach out to potential sponsors and collaborate with the Ink People in finding a suitable artist.

**COST TO THE CITY:** TBD



19.

## ADD WINDOW BOXES ON SIDE OF BUHNE BUILDING

**ABOUT:** The property owner of the Buhne building has expressed interest in installing hanging baskets onto the side of his building. Greenery will beautify and draw interest to this historic property that houses Parasol Arts and the Humboldt Bay Provisions.

**MEETS PROJECT GOALS BY:** This project falls under the Landscaping category. it serves to encourage culture & beauty, use, and connectivity.

**ROLE OF THE CITY:** Staff can approach property owner and assist with installation.

**COST TO THE CITY:** \$0



20.

## DAY-TO-NIGHT USE BY BUHNE BUILDING

**ABOUT:** The property owner of the Buhne building has expressed interest in projecting movies onto the building adjacent to the parking lot. Similar projects at Sequoia Park and Los Bagels in Arcata have proven to be a successful way to engage new users and families after normal business hours. This project may benefit from a partnership with the Humboldt Film Commission.

**MEETS PROJECT GOALS BY:** This project falls under the Arts and Culture category. it serves to encourage culture, use, and connectivity, and safety.

**ROLE OF THE CITY:** Staff can approach property owner and assist with outreach for the event, use of a projector, and facilitating a relationship between the property owner and the Film Commission.

**COST TO THE CITY:** \$0



# CONCEPTUAL RENDERINGS

The following renderings illustrate a variety of the staff-recommended projects outlined in the previous pages of this document. These renderings are example visualizations meant to illustrate how several small-scale projects can come together to create a radically different pedestrian experience through Opera Alley, and are not meant to be interpreted as final designs. All renderings were created by Megan Cairns for Kash Boodjeh Architects.

# IMPROVEMENTS TO PARKING LOT & ADJACENT BUILDINGS

## MURAL ON MENDEHALL SIDING

Mural on White Distributing Building

Pedestrian-scale lighting

Utility cover

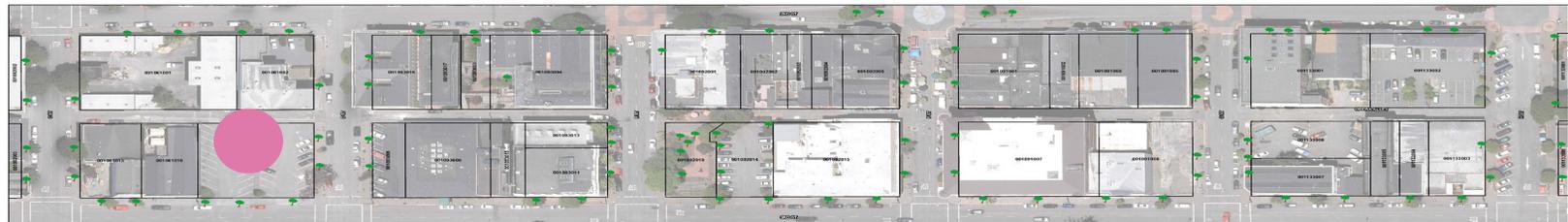
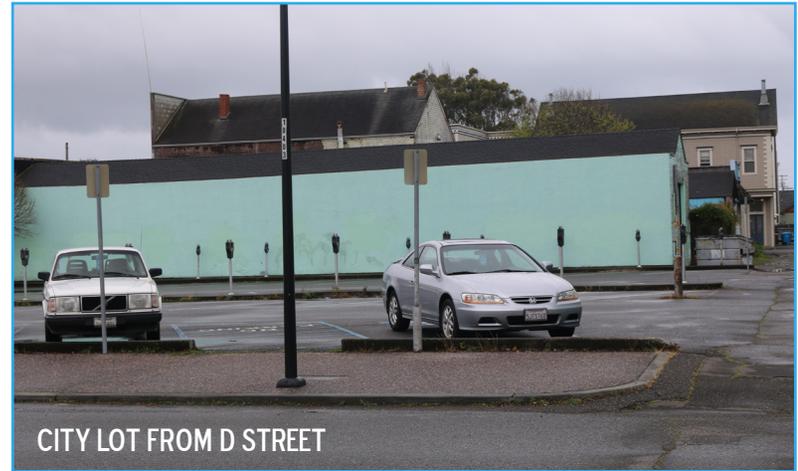
Stamped concrete

Parking lot landscaping

## ADDRESSES THE FOLLOWING STRATEGIC PLAN GOALS:

- a) Stimulates business
- b) Draws people further down alley from Clarke Plaza
- c) Increase feeling of Safety

This project has a twofold benefit of increasing use of both the Alley and the adjacent City-owned parking lot. The lot, although located close to the heart of Old Town, is rarely used to its full capacity. Increasing the foot traffic down the Alley will hopefully stimulate use and therefore safety. Additional pedestrian-friendly improvements including stamped concrete, pedestrian-scale lighting, and art installations will help to guide users through the space and encourage use later in the evening. The Mendenhall building which shares the Alley will soon be repurposed as studio spaces for local artists, a draw for tourists and locals alike. City staff has discussed the possibility of showcasing Mendenhall and C Street studio artists in the Alley as a way of promoting the artists and beautifying the space.



**BEFORE**





MURAL

MURAL

LANDSCAPING

STAMPED CONCRETE

PEDESTRIAN LIGHTING

AFTER

# ALLEY AND LOT IMPROVEMENTS-DAY TO NIGHT USE

## PROJECT INCLUDES:

String lights

Mural(s)

Utility cover

Stamped concrete

## ADDRESSES THE FOLLOWING STRATEGIC PLAN GOALS:

- a) Implements change with little/no cost to City
- b) Encourages local businesses by stimulating use (Gabriel's, Clarke Museum, C and L Leathers, Old Town Hair Studio)
- b) Draws people further down alley from Clarke Plaza

The goal of this project section is to draw users further away from Clarke Plaza to explore the businesses farther from the core use area and expand use down to the City owned parking lot on D Street . Investing in this area has the potential to benefit two powerful assets in the area: the adjacent Clarke Museum which provides a wealth of information on local history for residents and tourists, and Imperiale Square, an often overlooked quiet courtyard housing seven businesses. The mural adjacent to the alley and string lights will be partially at the discretion of the city, as the brick building pictured is a City owned property.



CITY OWNED BUILDING NEXT TO CLARKE MUSEUM



INTERIOR OF CLARKE MUSEUM



IMPERIALE SQUARE



**BEFORE**





STRING LIGHTS



MURAL



UTILITY COVER



STAMPED CONCRETE

AFTER

# ALLEY AND LOT IMPROVEMENTS-DAY TO NIGHT USE

## PROJECT INCLUDES:

Solar lights

Movies

Landscaping

Utility cover

Stamped concrete

## ADDRESSES THE FOLLOWING STRATEGIC PLAN GOALS:

- a) Implements change with little/no cost to City
- b) Encourages local businesses by stimulating use (e.g. Coffee Roasters, Parosol Arts)
- b) Draws people further up alley from Clarke Plaza

This project already has a property owner on board, Kelly Martin. We hope to support property owners interested in improvements with little to no cost to the City. The project aims to incorporate new uses by essentially creating an outdoor event space. Although the existing parking lot would remain in use, it could be cleared after normal business hours and used for seating and to show movies or images projected onto the side of the building. This lot is well-suited for such a use, as it is closed off from the street with landscaping and fencing, creating an intimate and safe space for all ages. Window boxes, utility box coverings, and stamped concrete serve to soften the look of the space and create a more inviting and safe alley.



VIEW OF PARKING LOT FROM I STREET



UTILITY BOX



LOCATION OF POTENTIAL WINDOW BOXES





BEFORE

PARKING  
PARADISE ARTS

BEFORE  
PARADISE ARTS



WINDOW BOXES

PROJECT MOVIES

UTILITY COVER

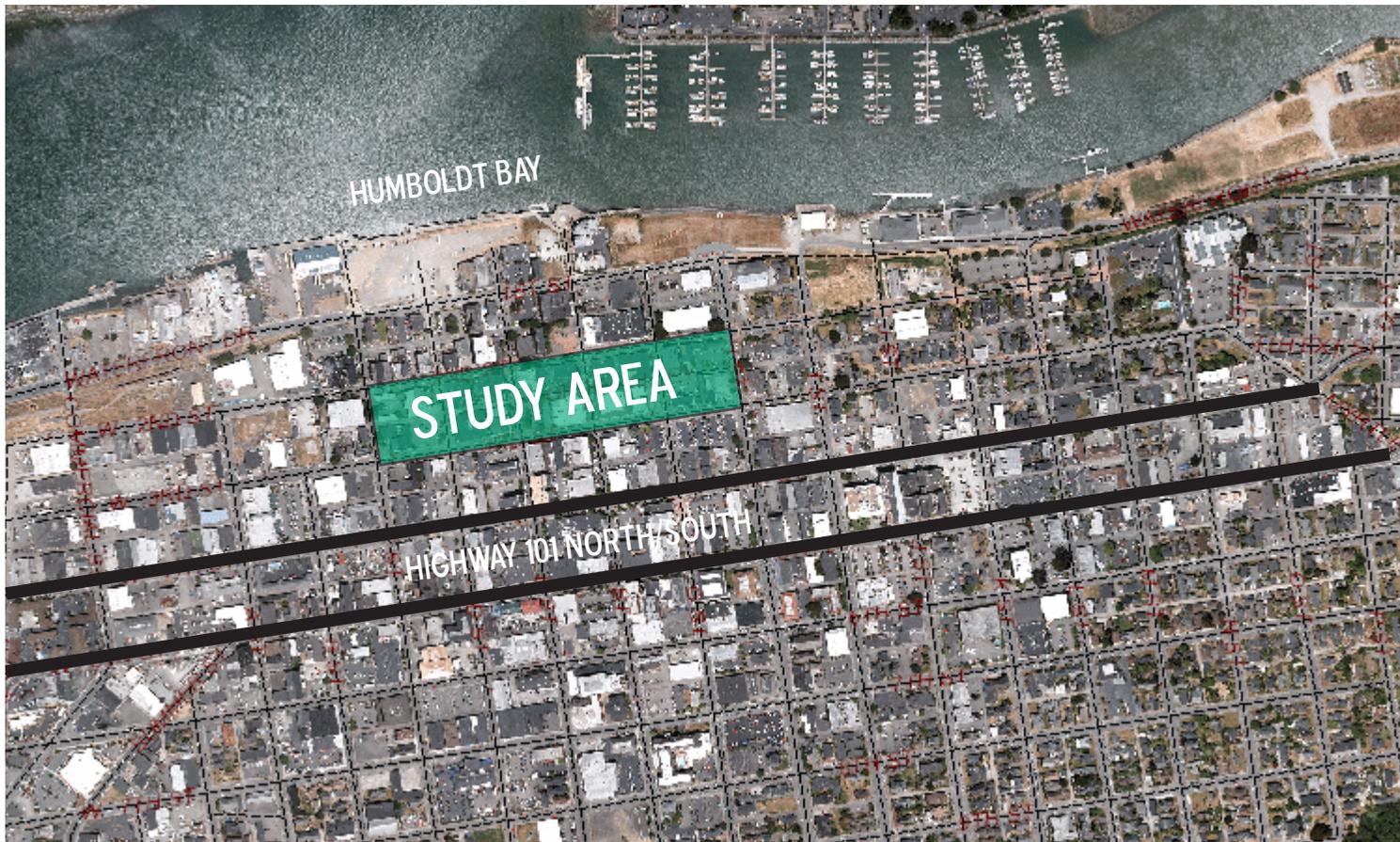
STAMPED CONCRETE

AFTER

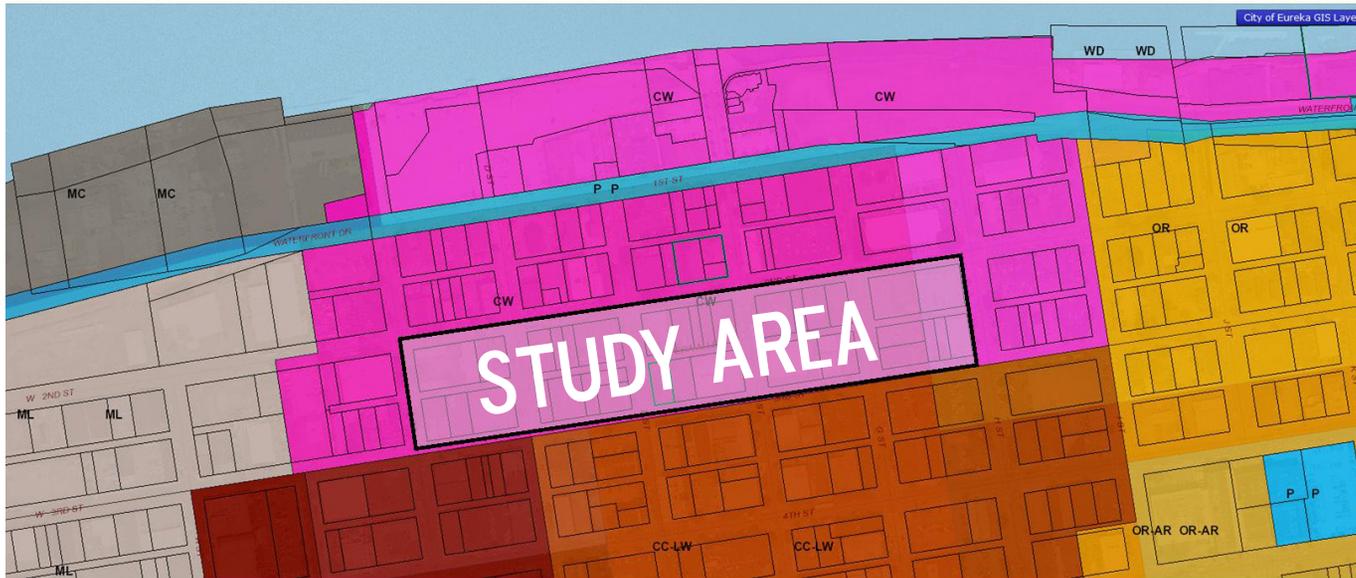
# **SITE CONDITIONS**



Opera Alley is a 5-block area in the heart of Eureka's Old Town/ Main Street District . The Alley intersects several of Old Town's Main Streets, and is less than three blocks from Eureka's waterfront and Highway 101. The 5-block area is zoned as Waterfront Commercial (CW) and falls within the Coastal Zone and the Old Town Historic District.



# EXISTING SITE CONDITIONS

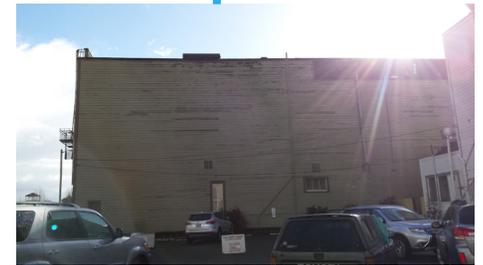
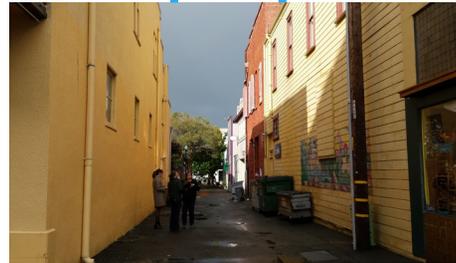


All five blocks are in the Coastal Zone and are zoned Waterfront Commercial (CW). Although Waterfront Commercial allows for a myriad of uses, buildings in the coastal zone must undergo a rigorous review process to ensure coastal protection.



Three of the five blocks fall into the Old Town Historic District. Buildings in the historic district are also limited by a rigorous design review process and only limited changes to the structures are allowed.

# EXISTING SITE CONDITIONS



# SITE CONDITIONS SWOT ANALYSIS

A SWOT Analysis is a structured planning tool used to evaluate a subject using four main criteria: strengths, weaknesses, opportunities, and threats. A SWOT Analysis can be an effective tool when considering opportunities and creating an efficient strategic plan for a project.

## STRENGTHS

- Existing interest from property owners
- Existing murals in two locations
- Existing sculpture in one location
- Adjacent greenspace at Clarke Plaza & Imperiale Square
- Good foot traffic, especially through Clarke Plaza
- Existing vibrant arts, music, history



# SITE CONDITIONS SWOT ANALYSIS

## WEAKNESSES

- Vacancies
- Less foot traffic at far ends
- Poor signage
- Not many businesses fronting alley
- Perceived lack of safety
- Lack of funding for improvements



# SITE CONDITIONS SWOT ANALYSIS

## OPPORTUNITIES

- Create partnership with Clarke Museum
- Strengthen partnerships with Old Town businesses
- Support local artists
- Open up conversation with defunct Rural Burl Mural Bureau
- Fill vacant properties
- Seek new sites for sculptures and murals
- Create awareness of Old Town & its alleys

## THREATS

- Construction constraints
- Property owners unwilling to engage
- Potential concerns from Recology and the Fire Department





Although this document is a visioning plan. Our goal is not to implement every idea in this section, but to inspire and motivate, and to unify efforts in one direction. The Vision section has been divided into five project categories: Art & Exhibits, Hard Infrastructure Improvements, Landscaping, Plaques & Signage, and Special Events. All categories are designed to address the vision's goals of stimulating use, culture, business, and safety.

**ART & EXHIBITS CREATE ENDLESS POSSIBILITIES**

**INFRASTRUCTURE IMPROVE SAFETY**

**LANDSCAPING WELCOME NATURE**

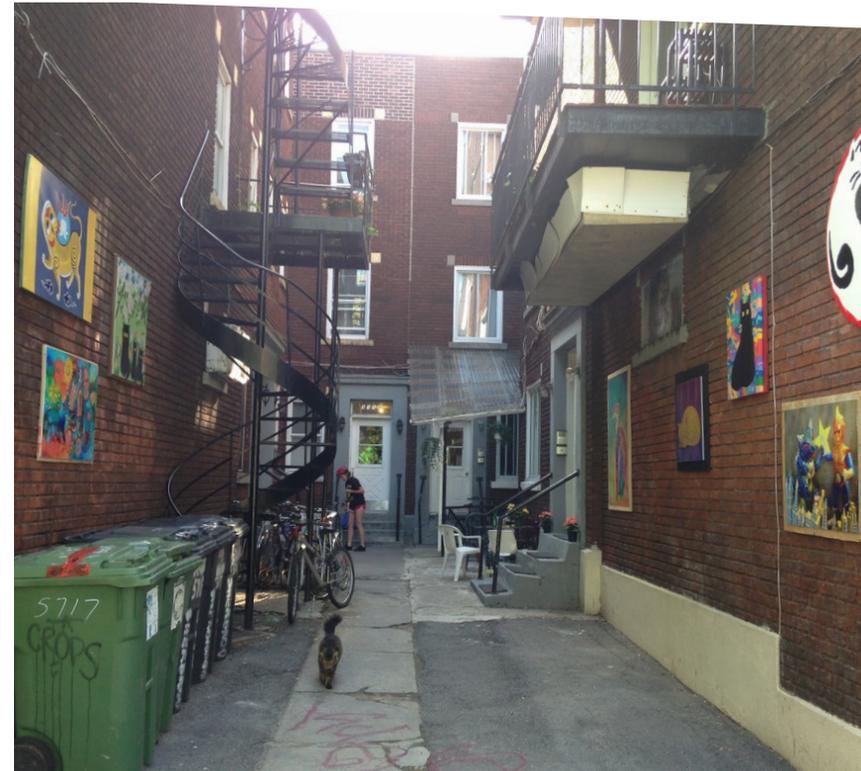
**SPECIAL EVENTS FOSTER COMMUNITY**

**PLAQUES & SIGNAGE INTEGRATE HISTORY**



The Arts are already flourishing in Old Town Eureka. Opera Alley alone boasts two murals and a large sculpture in the adjacent Clark Plaza. The goal of expanding the use of art is to create interaction and interest and encourage people to travel further East and West throughout the Alley. Incorporating additional art into the Alley will also showcase and support local artists, and strengthen local connections between the Clarke Museum, the Ink People, and Arts-related businesses adjacent to the Alley.

The City's vision includes impermanent installations such as sticky paper, QR codes, traffic paint, framed boxes with interchangeable art, etc. Art changed monthly or quarterly gives interested parties opportunity to showcase material in the Alley. Temporary exhibits could make the Alley feel like an outdoor curated gallery space, and will attract ongoing interest from visitors, especially if exhibits are changed monthly to align with Arts Alive. Paper exhibits are also easier to install on historic structures, seem less intimidating for property owners, and have less risk in terms of potential damage or theft.





Ideas for impermanent exhibits in a paper medium include: historic blown-up images of the Carson Block; photos from the Clarke Museum, either historic or paper prints of material from current exhibits; photo exhibits from local artists, e.g. portrait artists, painters, or nature photographers; paper versions of historic plaques, descriptions of curated pieces, snippets of text from poems or stories; and photo exhibits showcasing “awareness months”, e.g. portraits and stories showcasing Disability Awareness month.

Possibilities for other temporary exhibits include: sound exhibits showcasing poetry, stories, narrative to complement showcased art, or historic information about properties adjacent to the Alley; films played during Arts Alive; and traffic paint that would guide people through the alley, e.g. painted paw prints like the ones used for Humboldt’s “Mutt Strut”, or a color theme tied throughout the alley on the pavement or utility boxes.

# INFRASTRUCTURE

There are several proposed improvements to the infrastructure of the Alley that could make it feel safe and welcoming to visitors. Replacing the cobra overhead lights with pedestrian-scale lighting, either antique-style pole lights, mounted lights, or twinkle lights, would help to keep the space inviting in the evening and create a feeling of consistency up and down the Alley as a pedestrian promenade. Imperiale Square is currently the only space in the Alley that stays lit at night from C to H Streets. Twinkle lights are an especially attractive feature (although outlets are limited throughout the Alley), and could draw people to specific locations on or close to the Alley such as the Speakeasy.



# INFRASTRUCTURE

Resurfacing the street or installing paint-on thermoplastic brick is another way to create a feeling of quality and consistency throughout the Alley, and could serve to alert cars that it is a pedestrian-crossing area.

Areas close to Clarke Plaza already use brick and stamped concrete to create a more intimate and historic feel. Stamped concrete is a relatively inexpensive way to encourage pedestrians to walk through a space. Concrete can be stamped with more than brick designs; newly poured cement could also be pressed with wayfinding symbols, or even poetry. A document outlined paving project costs can be found at the end of this plan.

Other improvements to the alley include relocating or consolidating the dumpsters, utilizing decorative grating and fences, and taking out pavement to create planters for trees or shrubbery.





Landscaping in the Alley will contribute to our creation of a cherished and inviting community space. Flowers in hanging baskets, window boxes, and sidewalk planters can provide beauty and a pop of color. Encouraging business owners to plant spring and fall greenery would keep Old Town looking fresh year round. Trees can soften the look of stark walls and provide natural structure. Shrubs also offer color and serve as natural walls. Examples of successful existing landscaping include the half-barrels in front of Talisman and Ramone's and the oyster shells as mulch in front of the TourISM Center. Both are low-impact, low-cost improvements that can easily be continued throughout Old Town.





# SPECIAL EVENTS

Many communities are beginning to utilize their alleys for community events and additional event space. Closing an alley to traffic can be less disruptive than closing a street and takes less parking spots out of use.

During events such as Arts Alive, utilizing the Alley for art-related events would give visitors more to do, thereby spending more time and money in Old Town. Ideas for events include a family movie night where the public is invited to bring a chair or blanket and watch a movie on an outdoor screen, guided historical and ghost tours by local historian Ray Hillman, A Taste of and/or Sip of Main Street and perhaps locally sourced dinners or small bites in the Alley.





# PLAQUES & SIGNAGE

Utilizing signage to invite people to journey through the Alley is important to the Alley becoming an integral part of our community. Continuing the Opera Alley signs east and west of Clarke Plaza would let the public know that there is more to see and experience, and would serve as an invitation to leisurely wander and learn. Along with the directional eye level signage, adding a “footprint” or other stenciled design on the pavement would cause visitors to shift their gaze down and slow their pace.

Paying homage to our many historic buildings by placing “designated historic site” plaques and interpretive signs on the exterior of these buildings is another way to generate interest in the area.





## ART & EXHIBITS

1. Graffiti Wall on the back of C Street Studios (B-C)
2. Signage & Art on back of Mendenhall (C-D)
3. Mural on side of K and M Distributors (C-D)
4. Mosaic/ paint in City parking lot next to K and M Distributors (C-D)
5. Phantom Galleries at Humboldt Herbals & Imperiale Square (D-E)
6. Wiyot mural on side of Clarke Museum (D-E)
7. Murals in cement arches on Carson Block Building (F-G)
8. Mural on side of building facing Kelly Martin's parking lot (G-H)
9. Impermanent Art (throughout Alley)
10. Art on trash cans/power boxes (throughout Alley)

## HARD INFRASTRUCTURE IMPROVEMENTS

11. Lighting behind Mendenhall (C-D)
12. Lighting behind Schooner (C-D)
13. Lighting behind Roy's Italian/City parking lot (C-D)
14. Twinkle lights in Imperiale Square (D-E)
15. Twinkle lights in Lavanderia pedestrian alley (D-E)
16. Rope lights above Clarke Museum (D-E)
17. Twinkle lights between Ritz Building and Talisman Beads (E-F)
18. Lighting behind Carson Block Building (F-G)
19. Lighting behind Oberon Grill (F-G)
20. Lighting behind St. Vincent and Humboldt Bay Coffee (F-G)
21. Lighting on side of Buhne Building (F-G)
22. Fresh paint on back of Schooner (C-D)
23. Fresh paint on back of Shanty (C-D)
24. Chalkboard paint on utility box near Cafe Nooner (E-F)
25. Fresh Paint on the back of Oberon Grill (F-G)
26. Expand Cafe Nooner Outside Seating (E-F)
27. Remove Razor Wire from fence behind St. Vincent (F-G)
28. Stamped concrete throughout Alley

## LANDSCAPING

29. Planter box behind Schooner Building (C-D)
30. Remove weeds behind Mendenhall (C-D)
31. Remove weeds behind Shanty fence (C-D)
32. Add planter boxes and trees to City Parking lot behind K and M Distributors (C-D)
33. Remove weeds from Imperiale Square (D-E)
34. Add window boxes on the back of Oberon Grill (F-G)
35. Add a "green wall" on side of St. Vincent
36. Add a "green wall" on side of Praxis and Buhne Building
37. Add window boxes on side of Buhne Building (G-H)

## SPECIAL EVENTS

38. Opera Alley movie night on side of building facing Kelly Martin's parking lot (G-H)
39. Arts Alive! Night (throughout Alley)
40. Taste/Sip of Main Street (throughout Alley)
41. Humboldt Made Dinner (throughout Alley)
42. Ray Hillman Historic Tours (throughout Alley)
43. Ghost Tours (throughout Alley)
44. Screening of KHUM's "Why I like Humboldt" short films

## PLAQUES & SIGNAGE

44. Add additional Eureka Heritage Society Historic Property Plaques (throughout Alley)
45. Audio Tour with Ray Hillman (throughout Alley)
45. QR codes-stories, poetry, history (throughout Alley)
46. Wayfinding signs on Alley corners (throughout Alley)



# RESOURCES

## ART & EXHIBITS

Arts and Culture Commission, Historic Preservation Commission, Libby Maynard/Ink People, Linda Wise/RAA, Merry Coor , Ghost Tour Eric Volmmers/Historic Tour Ray Hillman, Sondra Kirtley from Scrapper's Edge

## INFRASTRUCTURE

Engineering Department (Scott Ellsmore, Brian Gerving), Eureka Main Street, PG&E, Myron Savage

## LANDSCAPING

Parks and Recreation, Property Owners, Keep Eureka Beautiful, Sequoia/Eureka Garden Club (upkeep), Rescue Mission (upkeep), Glen Paul Center (upkeep), Adopt-a-Block and Eureka Chamber, Rotary, and other service clubs e.g. Rotaract, Soroptomist, Kiwanis.

## SPECIAL EVENTS

Eureka Historic Tour Ray Hillman, Eureka Rotaract, Amanda Kruschke w/ Eureka Main Street

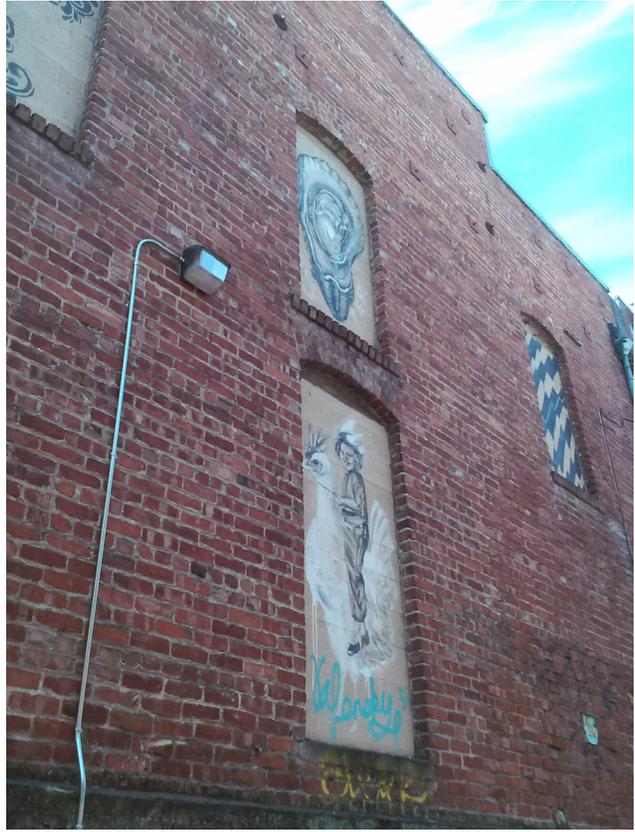
## PLAQUES & SIGNAGE

Involved parties: Historic Preservation Commission, Eureka Historical Society, Eureka Main Street, Historic Property Owners, Danny Smith, Humboldt Lodging Alliance (for grant funding)





# INSPIRATION



# INSPIRATION





### Sidewalk Writings & Poetry

The program is modeled after a similar project in St. Paul, Minn., aimed at “transforming the city’s sidewalks into an open poetry book.”

<http://www.postcrescent.com/story/news/local/2014/09/01/appleton-sidewalk-poems-ready-tours/14811989/>

<https://foundspaces.wordpress.com/>

### QR Code Storytelling:

<http://popupcity.net/qr-storytelling/>

### Historic/Informational Signage:

<http://nutshell.com.au/projects/queen-victoria-market-heritage-trail/>

<http://heritageconsultants.ca/selected-projects/historic-interpretation/>

### Vancouver Alley Art

<http://www.vancitybuzz.com/2015/05/discover-vancouver-street-art-scene/>

### Petaluma’s American Alley

<http://www.petaluma360.com/news/4674842-181/murals-okd-for-downtown-alleyway>

<http://opositivefestival.org/petaluma/news/>

### Seattle’s Canton Alley

<http://www.nakanoassociates.com/scidpda-leading-community-based-change-in-seattles-chinatown-international-district/>

<http://www.nakanoassociates.com/portfolio/canton-alley/>