

EUREKA

DESIGN GUIDELINES

Chapter 5 BROADWAY CORRIDOR DESIGN GUIDELINES

A. Introduction

The Broadway corridor area is defined by the parcels adjacent to the Broadway street alignment from 5th Street to Herrick Avenue. To better reflect the distinct character of sections of the corridor, this chapter discusses two sub areas: The chapter does not discuss major malls or big box which is covered in chapter 6 Major Retail. the “Hinge Area” that transitions from 14th to 4th Street near downtown, and the stretch south of 14th Street to Herrick Avenue.

1. Applicability

These guidelines apply to new development and redevelopment or renovations on most of the commercial parcels within the Broadway Corridor Architectural Review District. This does not include major retail such as large malls and big box retail which are described in Chapter 6 Major Retail.

B. South of 14th Street on Broadway

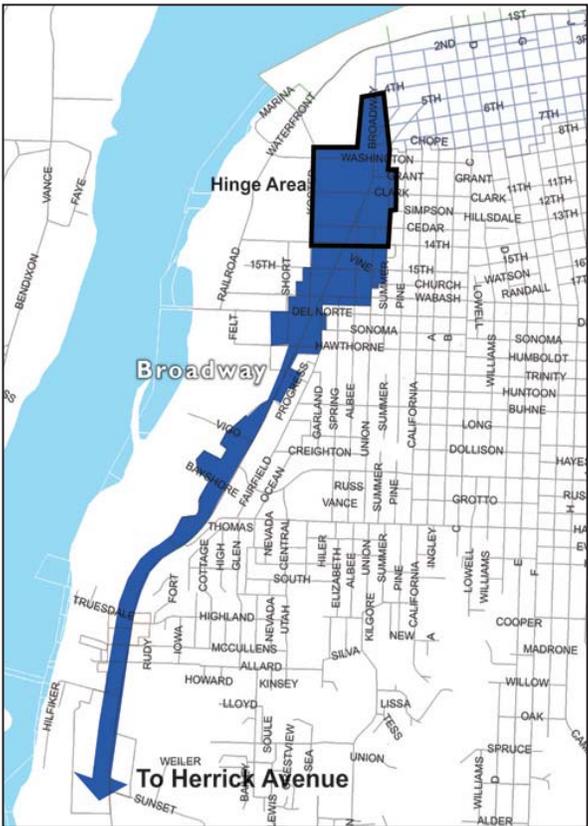
1. Objective

New development in this corridor should strive to create its own character, use interesting applications of forms and materials, and use present day materials. Landscaping should be considered an amenity for each project, and use generous planting areas with large trees that are compatible with the Eureka climate, and be well maintained.

The Broadway district should maintain a mix of commercial building types and uses; however the current building stock has several properties that are in need of renovation or redevelopment.

2. Traditional District Pattern

This long and heavily traveled corridor is characterized by strip commercial and larger retail commercial on medium to large scaled lots with a



5. BROADWAY CORRIDOR



majority of single storied buildings. Buildings are typically either near the street or have a large parking field in the front of the building or group of buildings. Some buildings have pull-in parking in front.

Relationship to Other Documents

- *Development Standards*
- *Sign Standards*

Tips for Applicants

- *Verify the operating hours of the Planning Department counter.*
- *Verify the zoning and Design Review overlay of your parcel.*
- *Acquire a Design Review checklist for your district.*
- *Acquire the site plan and architectural application content checklists.*
- *Is the City planning public improvements in your area that could affect your project?*
- *Determine if your existing building is considered historic by the Historic Preservation Commission.*

3. Broadway Guidelines

The Broadway corridor is the newer built area of Eureka and includes buildings and signs that are innovative, have a whimsical character and a modern flair. The following guidelines discuss the desirable elements for site planning, circulation and parking, architectural character, and signs appropriate to this area.

a. Site Planning

Site planning refers to how each building relates to the site or parcel, the street, sidewalk, and neighboring buildings in the Broadway district.

8) Building Placements

- i. The main building façade should parallel the street.
- ii. Create more building presence on the street by locating new commercial buildings at the back of sidewalk where feasible.
- iii. Provide a landscape setback area at the back of sidewalk when feasible. Either between the building and the sidewalk or between parking lots and the sidewalk.

2) Landscaping

- i. Provide a wide landscape setback at the street edge including street trees every 30' or in clusters, including shrubs and groundcovers.
- ii. Use a long lasting permanent plant palette that is locally compatible, climate

5. BROADWAY CORRIDOR

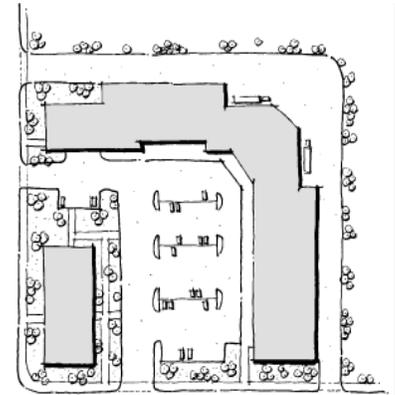


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DESIGN GUIDELINES

appropriate vegetation.

- iii. Provide transparent landscaping to establish safe walking environments. Height limit of hedges should be two to three feet.
- iv. Use accent entry landscaping, monument signage, and/or enhanced paving to establish a strong entry sequence.
- v. Accent site entries with flowering groundcover, shrubs, and trees either as part of the landscape setback or just at entry driveways where space permits.



Small building at front of parking

3) Pedestrian Amenities

- i. Provide walkways through and within the parcels when feasible.
- ii. Provide a walkway at the back of buildings accessible to and adjacent to rear parking lots.
- iii. Provide pedestrian areas including seating, trash receptacles and lighting when feasible, especially at restaurants.

4) Refuse Storage Areas

- i. Screen trash receptacles and recycle containers and other mechanical equipment when visible from a public right of way. Use the same materials as in the building, or a 6' high wooden fence.
- ii. Landscape the publicly visible edge/s of the enclosure when provided.

5) Loading Areas

- i. Install either a fence or landscape screen at the back of parcels or between loading areas and adjacent residential uses. The plant material should be at a minimum of 6' tall at maturity.



Landscape setback at street



Seating & planting amenities

5. BROADWAY CORRIDOR



6) Stormwater

- i. Consider capturing and storing roof runoff for summertime landscape irrigation, or for public toilets.
- ii. When feasible direct stormwater from roofs to the nearest natural drainage.
- iii. Use permeable paving materials in parking and or pedestrian areas to reduce runoff.



Formal structure enclosure



Rustic enclosure

b. Parking

Parking lots are typically located between storefronts and property lines that are adjacent to Broadway. There are some conditions where there is a continuous curb cut in front of the building. These conditions should be avoided in future development in order to locate parking to the side or rear.

8) Parking Location

- i. To create more building presence on the street, locate smaller retail buildings at the back of sidewalk when feasible. Parking lots can then be located between buildings.
- ii. Do not locate parking lot entries at street intersections.
- iii. Where feasible locate driveway entries on the side street.
- iv. Use shared driveways and access between parcels if possible, to reduce the amount of access and egress onto Broadway.
- v. Parking lots should accommodate motorcycle and bicycle parking.

5. BROADWAY CORRIDOR



EUREKA

DESIGN GUIDELINES

2) Parking Lot Lighting

- i. Use pedestrian scale lighting no taller than 18 feet.
- ii. Use downward directed light sources and prevent off-site glare or light spills.
- iii. Practice energy conservation in lighting by using efficient lamps and limited operating hours.

3) Parking Lot Landscaping

- i. Use planted areas with trees to reduce the visual impact of large surface parking lots.
- ii. Provide landscape islands at the ends of parking aisles. The islands should contain trees.
- iii. Trees should be used throughout a parking field, whether in continuous planters or individual planters.
- iv. Use a majority of evergreen trees to provide a winter tree canopy.
- v. Use pervious paving in pedestrian walkways and crossings.
- vi. Use pervious paving in the drive aisles or parking bays.
- vii. Appropriate pervious paving includes, concrete or asphalt pavers, pervious concrete, pervious asphalt, or grass pavers.
- viii. Use water efficient/conserving irrigation systems, such as drip systems (except for lawn areas).
- ix. Design irrigation to prevent overspill onto adjacent impervious area such as walkways.
- x. Group plants according to water needs.
- xi. Replace dead or dying plants in a timely manner.



Bioswale in parking lot



Landscaping

c. Architectural Character

Unique buildings and individual tenant spaces are encouraged in the Broadway corridor. Many forms that can be found in the historic buildings of greater Eureka can be reinterpreted and

5. BROADWAY CORRIDOR



find a new form. An example is the Jack- in- the- Box which uses a similar roof form to the Fresh Freeze drive-in at Henderson Center.

8) Building Massing

Building massing refers to the bulk of a building created by the exterior walls. The Broadway buildings include an eclectic mix of building sizes, mostly single story, with second stories limited to hotels.

- Building designs should consider the mass and rhythm of the wall planes of other buildings on the block.
- Avoid long rectangular boxes by dividing the building into segments, or provide varied wall setbacks or pop-outs.
- Break up a long horizontal roof plane with a change in roof height or orientation.



Landscaping

2) Wall articulations

- Provide visual interest with varied façade elevations.
- Enhance the storefront or entry of each tenant with structural additions, wall pop-outs or recesses, wall height changes, or by the use of canopies or awnings.



Existing segmenting of larger building



Existing articulated warehouse

3) Entries

- Storefronts should be recessed, and/or sheltered by an awning, arcade structure, or canopy.
- Highly reflective or darkly tinted glass is inappropriate

5. BROADWAY CORRIDOR



EUREKA

DESIGN GUIDELINES

- iii. Awnings on the same building may be different colors but to provide cohesion use a similar design.
- iv. Awnings should be well-maintained, washed regularly and replaced when faded or torn.
- v. Do not use one continuous awning.

4) Exterior Materials

i. Recommended wall materials

- Wood
- cement fiberboard
- clear glass
- glass block
- stucco/exterior plaster
- masonry
- new or used face-brick
- ceramic tiles
- finished corrugated or standing seam metal
- precast stone



Accented entry



Accented entry

ii. Unacceptable wall materials

- imitation masonry (e.g. imitation, rusticated block) of any kind
- reflective mirror or opaque glass
- volcanic stone or flagstone parquet
- rough sawn or “natural” (d i s h e d) wood
- “pecky” cedar
- used brick with no fired face (salvaged from interior walls)
- imitation metal wood siding
- coarsely finished “rough-sawn” on rustic materials (e.g. wood shakes, barn wood, or T-111 siding)
- plastic panels or vinyl siding

5. BROADWAY CORRIDOR



5) Roof Styles & Materials

Roofs may be flat with a parapet wall, sloped, or pitched with a gable or hip.

- i. Visible portions of the roof should be sheathed with a roofing material complementary to the architecture.

Encouraged roof materials:

- standing seam metal roofs
- Continuous asphaltic materials and tar
- new sustainable waterproofing materials
- asphaltic shingles
- clay or cement tile

Unacceptable roof materials:

- crushed stone
- wood shake
- brightly colored tile (orange, blue, etc.)
- corrugated fiberglass

- ii. Avoid geodesic, domelike, mansard, or chalet style roofs.
- iii. Screen, cover, or hide roof-mounted mechanical or utility equipment with the use of a parapet wall or other structure matching the architectural integrity of the building. (figure- this, not this)

6) Building Lighting

- i. Emphasize pedestrian entries with adequate lighting.
- ii. Provide subtle accent light on the building when desired.
- iii. Illuminate exterior walls with downward-directed light fixtures when desired.
- iv. Use light fixtures which are architecturally compatible with the building.
- v. Prevent off-site glare or light spills, and preserve the night sky.



In Development



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DESIGN GUIDELINES

8) Corporate Chain Architecture

This type of building and tenant shall be designed to fit the scale and character of the district in which it is located. The building can be true to the color scheme of the tenant, but customize the design and use new innovative or whimsical designs.

- Corporate signage shall not dominate the façade.
- Use unique or interesting roof forms to establish the overall character. Mansard roofs are strongly discouraged.
- Use a mix of materials (a minimum of 2) and colors.
- Use figurative style signs when feasible (described below).
- Design an attractive drive-through façade consistent with the other facades.



Existing drive-in



New Drive-in

d. Signs

Many sign types and designs are encouraged for the Broadway corridor. Monument or pole signs should transition to 24' or less to lessen their visual impact on the corridor.

8) Sign Types

i. Monument Signs

- Place the sign perpendicular to the street.
- Design the monument to relate to the project whether through similar materials, color or lettering style.
- Monuments should be well proportioned and in scale with the project.
- Use architectural elements such as; columns, pilasters, frame, or cornices.
- Monument signs can be internally lit, but only the lettering should be lit.

5. BROADWAY CORRIDOR



- Accent the sign with landscaping at its base, providing the landscape does not grow to obstruct the sign face.

ii. Pole Signs

- The maximum height is 24'
- Place the sign perpendicular to the street.
- Pole signs should be in scale to the project and the district.
- Use a double pole sign support
- Incorporate architectural elements into the sign portion to add interesting forms.
- Accent the sign with landscaping at its base, the landscape should not grow to obstruct the sign face.



Scaled too large



Better scale



Smaller monument

iii. Wall Signs

- Place signs consistent with the proportions and scale of the elements comprising the building's façade.
- The best location for a wall sign is generally on a band or blank area above the main entrance. Wall signs may be applied to the side of the building facing the side street or parking lot.
- Individual mounted letters are allowable.
- Activated signs
- These signs should be limited to an on area on the monument sign not the entire monument, and be used as a marquee for special events or movies.

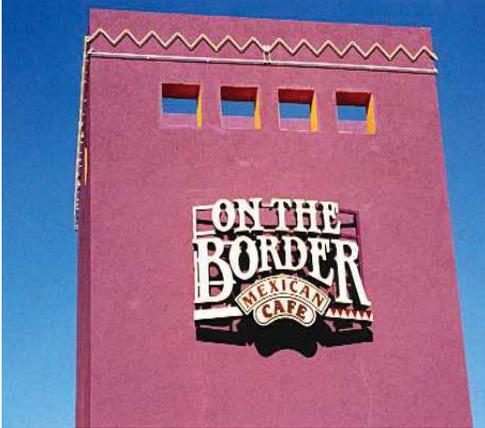
5. BROADWAY CORRIDOR



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DESIGN GUIDELINES

- The maximum sign area for a LED light changing sign face is _____?



Good scale wall sign



Scale too large for wall

v. Window

- Window signs, permanent or temporary, should not cover more than 25% of the area of each window.
- Use the business name and a brief message whenever possible, such as the text identifying the type of product or service (e.g., “maternity wear” or “attorney”) or pertinent information (e.g., “reservations required”).
- Use the fewest words to create a more effective sign. A sign with a brief, succinct message is easier to read and looks more attractive.
- Give letters and words ample space between each letters.
- Letters should not occupy more than 75% of sign panel area.
- Limit the number of lettering styles in order to increase legibility.
- Avoid hard-to-read, faddish or bizarre, overly intricate typefaces and symbols.



Wall sign above storefront

5. BROADWAY CORRIDOR





Historic Pole sign



New Pole sign

- Symbols and logos may be used.

vi. Awning and Canopy

The design dimensions of canopies and awnings must follow the standards specified in the zoning code (section _____).

- The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building
- Text copy should be limited to the name of the business only.
- Letter color should be compatible with the awning and the building color scheme.
- In pedestrian-oriented areas, signs should be placed close to the store entrance and should relate to the sidewalk instead of motorists.
- The bottom of awning signs should maintain at least a 10-foot pedestrian clearance from the sidewalk level.
- Provide removable valances and end panels to accommodate future changes in sign copy.
- Do not paint cloth awnings in order to change sign copy, as this will decrease the fire resistant/retardant properties of the treated canvas.



In Development

vii. Figurative (3 dimensional)

5. BROADWAY CORRIDOR



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DESIGN GUIDELINES



Metal awning



Metal canopies

These are signs which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, and are encouraged.

- Use only one projecting sign per business.
- Use pictographic images for unique individualized character.
- Figurative signs may be incorporated into any of the allowable sign types identified herein.



The Broadway boot

viii. Neon Signs

- Small neon signs are allowed in windows.
- Neon may be part of sign lettering or graphic .

2) Sign Lighting

- Use low level lighting that is directed at the sign face only.
- Prevent light glare onto adjacent parcels or the street.
- Internal light box signs are allowed.
- Direct ground mounted lights to the sign board only.

5. BROADWAY CORRIDOR



C. Hinge Area – 4th Street to 14th Street

1. Objective/ Purpose

To respect the current development pattern and provide good quality building character in renovations and infill development. New development in the hinge area should relate to downtown in its scale and built density. Restorations to those buildings deemed to be historically significant by the Historic Preservation Commission shall follow the Secretary of the Interiors Historic Preservation Guidelines for exteriors.

2. Applicability

The hinge area is a subarea of the Broadway Corridor Design Review District and is therefore subject to design review.

3. Traditional District Pattern

The built environment in the hinge area is characterized by buildings built at the back of the sidewalk similar to downtown. Parking lots are to the side or rear of buildings and the buildings are smaller and one to two story.

Relationship to Other City Documents

- *Development Standard*
- *Sign Standards*

Tips for Applicants

- *Verify the operating hours of the Planning Department counter*
- *Verify the zoning and Design Review overlay of your parcel*
- *Acquire a Design Review checklist for your district*
- *Acquire the site plan and architectural application content checklists*
- *Determine if your building is considered historic by the Historic Preservation Commission*

4. Hinge Area Guidelines

Redevelopment, renovation or new construction within this district should use quality materials and be designed in a manner which is compatible with the downtown context. Building scale and massing, roof heights and styles, and window orientation are all important and must be considered in the creation of new structures within the Hinge area.

5. BROADWAY CORRIDOR



a. Site Planning

Site planning refers to how each building relates to the street, sidewalk, and neighboring buildings.

8) Building Placements

- i. The street level floor of an infill building should be at the same setback as the adjacent buildings, either from back of sidewalk or with a landscape setback.
- ii. When providing a landscape setback, provide 5' from sidewalk in the commercial area.
- iii. The majority of building frontages should be built close to the sidewalk to create an active and interesting walking environment.
- iv. The corner store street level floor of any new building should be built at back of sidewalk on both sides of the corner.
- v. Provide a 4' landscaped setback at the rear of the lot to buffer those projects adjacent to residential uses.

2) Storefront and Entrance Location

- i. Main storefront entry shall be oriented to the street.
- ii. Additional storefront entries located at the side or rear is encouraged where possible.
- iii. Corner buildings shall include storefront design features, such as window elements and cornices, on at least 50% of the side street wall.
- iv. Develop both street elevations on corner buildings to provide visual interest to pedestrians.
- v. The first floor of the primary facade should be predominantly transparent glass.
- vi. Highly reflective or darkly tinted glass is inappropriate.
- vii. Unique personalization of individual tenant spaces is encouraged. This includes branded letter styles, different storefront configuration, (but same frame color as other tenants), or different awning color (but use the same style awning for some consistency).

3) Landscaping

- i. Use landscaping to accent entries, and monument signage.
- ii. Accent site entries with flowering groundcover, shrubs, and trees along entry

5. BROADWAY CORRIDOR



driveways when feasible.

- iii. Use planted areas and shaded walkways to reduce the visual impact of large building walls.
- iv. Incorporate vine plantings on building walls that are adjacent to the streets to enhance and frame special architectural structures or soften long wall facades.
- v. Use a hierarchy of plantings with large canopy trees abutting the plazas and walkways and smaller scale trees and shrubs helping frame the pedestrian sidewalks and plazas.
- vi. Provide long lasting permanent plantings that provide natural bird habitat and host beneficial insects.
- vii. A mix of materials or patterns is encouraged for sidewalks and walkways.
- viii. Use water efficient/conserving irrigation systems, such as drip systems (except for lawn areas).
- ix. Design irrigation to not allow overspill onto adjacent impervious area such as walkways.
- x. Group plants according to water needs.
- xi. Replace dead or dying plants in a timely manner.

4) Pedestrian Amenities

- i. Provide walkways through and within parcels with large parking lots.
- ii. Provide a walkway at the back of buildings accessible to rear parking lots.
- iii. Provide pedestrian areas including seating, trash receptacles and lighting when feasible.

5) Refuse Storage Areas

- i. Screen trash receptacles and recycle containers and other mechanical equipment. Use the same materials as in the buildings, or a 6' high wooden fence.
- ii. Landscape the publicly visible edge/s of the enclosure.

b. Circulation and Parking

Circulation and parking guidelines are focused on reducing the dominance of parking areas by visually buffering the parking lots from the street.

5. BROADWAY CORRIDOR



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DESIGN GUIDELINES

8) Driveway Location

- i. Minimize driveways on the primary street; place driveways and vehicular access points on a secondary street when feasible.
- ii. Locate parking lot entries on side streets or alleys when feasible.
- iii. Do not locate parking lots entries at street intersections.

2) Parking Location

- i. Do not locate parking lots between the storefront and property line adjacent to primary (most heavily trafficked) street.
- ii. Locate parking lots to the rear or sides of buildings where feasible.
- iii. Where feasible, rear parking lots should be designed to connect to each other to reduce driveways and curb cuts.
- iv. Do not locate parking lots at street intersections.

3) Parking Lot Landscaping

Private parking lots with street frontage should be:

- i. Attractively landscaped with 5' planting strips including trees and low shrubs.
- ii. Screened on the peripheral edge by a hedge or masonry garden wall no taller than three feet located near the sidewalk.
- iii. Landscape with locally compatible, climate appropriate vegetation
- iv. Use transparent landscaping to provide safe walking environments. Height limit of hedges should be two to three feet.

4) Parking Lot Lighting

- i. Provide low level downward directed lighting to protect the night sky.
- ii. Use pedestrian scale lighting no taller than 18 feet.
- iii. Practice energy conservation in lighting with the use of efficient lamps and timed operating hours.

c. Architectural Compatibility

New buildings as infill development in the Hinge area adjacent to downtown should strive to use modern interpretations of the building character of the neighborhood. Architectural compatibility incorporates the rhythm of the components and forms of neighboring buildings to help create a harmonious relationship to other buildings on the street. The design of the

5. BROADWAY CORRIDOR



new building should use elements of downtown buildings for massing; roof forms and pitches; and orientation.

Renovations and restorations to historic buildings should seek to be true to the original architecture of the historic building subject to the renovation. Restorations to those buildings deemed to be historically significant by the Historic Preservation Commission shall follow the Secretary of the Interiors Historic Preservation Guidelines for exteriors

8) Building Massing- Infill

Building massing refers to the bulk of a building created by the exterior walls. The Hinge area buildings include an eclectic mix of building sizes and eras, with a range of heights and bulks.

- i. Building designs should consider the mass and rhythm of the wall planes of other buildings (existing or planned) on the block.
- ii. Locate, site, and mass buildings to minimize or retain current shadow effects.
- iii. Avoid long rectangular boxes by dividing the building into modules using varied wall setbacks and/or pop-outs.
- iv. Break up a long horizontal roof plane with a change in roof style, height or orientation.

2) Building Scale -Infill

Building scale refers to the proportion of one building to another. “Pedestrian” or “human” scale incorporates building elements that relate to the human body or are comprehensible to us.

- i. Use the current size, height and scale of the neighboring buildings on the block and in the district as a whole as a general guideline of how large to make the infill building.
- ii. New buildings may only be one story taller than the neighboring building to avoid stark elevation changes.
- iii. New buildings are limited to a maximum of 3 stories. Use the scale of the different floor plates of neighboring buildings on the block.
- iv. Do not create a building which will dominate the surrounding built environment.

3) Façade Materials

Use a combination of materials which echo the Downtown architectural materials and

5. BROADWAY CORRIDOR



placements.

i. Recommended Wall Materials

- wood
- cement fiberboard
- clear glass
- glass block
- stucco/exterior plaster
- masonry
- new or used face-brick
- ceramic tiles (bulkhead)
- precast stone

ii. Unacceptable Wall Materials

- imitation masonry (e.g. imitation, rusticated block) of any kind
- reflective mirror or opaque glass
- volcanic stone or flagstone parquet
- rough sawn or “natural” (d i s h e d) wood
- “pecky” cedar
- used brick with no fired face (salvaged from interior walls)
- imitation wood metal siding
- coarsely finished “rough-sawn” on rustic materials (e.g. wood shakes, barn wood, or T-111 siding)
- plastic panels or vinyl siding

4) Façade Proportions

- Provide visual interest with varied façade elevations.
- Create a strong street edge by placing a building to back of the sidewalk, or at back of a landscaped setback.
- The articulation and detailing of building elevations should be simple and decorative elements should not be over exaggerated.
- The street level floors should be clearly distinguishable from the upper floors.

5. BROADWAY CORRIDOR



- v. Enhance the storefront or entry of a new building with structural additions, wall pop-outs or recesses, or by the use of canopies or awnings.

5) Windows & Doors

Main entry to a building shall be emphasized in one or more of the following ways:

- i. Flanked structural columns, decorative fixtures or other details;
- ii. Recessed within larger cased or other finished opening;
- iii. Cover by means of a portico (formal porch) or canopy projecting from or set into the building face (refer to zoning guidelines for allowable projections);
- iv. Punctuated by means of a change in the rooflines, a tower, or a break in the surface of the subject wall.
- v. Corner buildings shall provide a prominent corner entrance to street level shops.
- vi. Both street elevations on corner buildings should be designed to provide visual interest to pedestrians. Provide architectural or landscape details.

Storefronts should be:

- Recessed in a manner which complements the existing neighboring entries, and/or;
- Sheltered by an awning, arcade structure, canopy, or other structure.

6) Awnings and Canopies

The design dimensions of canopies and awnings must follow the standards specified in the zoning code (section _____).

- i. Awnings on the same building should be of the same color and used with simple design on the valance flap, with each shop identity.
- ii. Awnings should be well-maintained, washed regularly and replaced when faded or torn.
- iii. Do not install a continuous awning. Provide awnings over entries or windows when desired.

8) Roof Styles

Roofs may be flat with a parapet wall, sloped, or pitched with a gable or hip form.

5. BROADWAY CORRIDOR



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DESIGN GUIDELINES

- i. Encouraged roof materials are:
 - standing seam metal roofs
 - Continuous asphaltic materials and tar
 - new sustainable waterproofing materials
 - asphaltic shingles
 - clay or cement tile
- ii. Unacceptable roof materials:
 - crushed stone
 - shake
 - brightly colored tile (orange, blue, etc.)
 - corrugated fiberglass
- iii. Avoid geodesic, domelike, mansard, or chalet style roofs.
- iv. Screen, cover, or hide roof-mounted mechanical or utility equipment with the use of a parapet wall or other structure matching the architectural integrity of the building. (figure- this, not this)

8) Building Lighting

- i. Provide accent light on the building if desired.
- ii. Illuminate exterior walls with downward-directed light fixtures.
- iii. Use light fixtures which are architecturally compatible with the building.
- iv. Prevent off-site glare or light spills, and preserve the night sky.

8) Corporate Chain Architecture

This type of building and tenant will be designed to fit the scale and character of the district in which it is located. The building can be true to the color scheme of the tenant but should be customized and may use new, innovative, or whimsical designs.

- Corporate signage may not dominate the façade.
- Use unique or interesting roof forms to establish the overall character.
- Mansard roofs are strongly discouraged.
- Use an interesting mix of materials (a minimum of 2) and colors.

5. BROADWAY CORRIDOR



- Use figurative style signs when feasible (described below).
- Design an attractive drive-through façade consistent with the other facades of the same building.

d. Signs

The following guidelines discuss the appropriate styles, colors, and lighting for signage for the Hinge area. These guidelines apply to new infill development as well as historic buildings alike.

8) Color and Materials

- Use contrast to increase the legibility of signs. Light letters on a dark background or dark letters on a light background are most legible.
- Use sign colors, which complement the colors used on the structures and the project as a whole.
- Use sign materials compatible with the design of the façade.
- Do not paint signs directly on brick facades in historic districts.
- Wood (carved, sandblasted, etched, and properly sealed, primed and painted, or stained).
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory-coated to protect against corrosion).
- pPastic- limited to the sign face only.

2) Sign Styles

Appropriate signs for the Hinge area include small pole, monument, wall, window, neon, awning, and figurative. Do not place signs in a way that covers or interrupts the architectural details of the building.

- Monument Signs**
 - Monument signs are limited to 4' tall
 - Place the sign perpendicular to the street in the setback area.
 - Design the monument to relate to the project whether through similar materials, color or lettering style.
 - Monuments should be well proportioned and in scale with the project.
 - Use architectural elements such as; a frame, columns, pilasters, or cornices.
 - Monument signs can be internally lit, but only the lettering should be

5. BROADWAY CORRIDOR



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DESIGN GUIDELINES

illuminated.

- Accent the sign with landscaping at its base. The landscaping shall not grow to obstruct the sign face.

ii. Pole Signs

- The maximum height is 12’
- Place the sign perpendicular to the street.
- Pole signs should be in scale to the project and the district.
- Incorporate architectural elements into the sign portion to add interesting forms.
- Accent the sign with landscaping at its base, the landscape shall not grow to obstruct the sign face.

iii. Wall

- Place signs consistent with the proportions and scale of the elements comprising the structure’s façade.
- The best location for a wall sign is generally above the entry, or in a band or blank area between the first and second floors of a building.
- On a multi-storied building, the sign should be suspended between the bottom of the second story window sills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be above/at top of doors/windows.
- Decorative iron and wood brackets that support projecting signs are encouraged.
- To avoid damaging brick and stonework, brackets should be designed so that they can be bolted into masonry joints when possible.

iv. Window

- Window signs, permanent or temporary, should not cover more than 25% of the area of each window.
- White or gold lettering are the most prominent and legible.
- Use the business name and a brief message whenever possible, such as the text identifying the type of product or service (e.g., “clothier” or “attorney”) or pertinent information (e.g., “reservations required”).
- Use the fewest words to create a more effective sign. A sign with a brief, succinct message is easier to read and looks more attractive.
- Give letters and words ample space between each letters.

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- Letters should not occupy more than 75% of sign panel area.
 - Limit the number of lettering styles in order to increase legibility.
 - Avoid hard-to-read, faddish or bizarre, overly intricate typefaces and symbols.
 - Symbols and logos may be used whenever appropriate.
- v. Awning
- The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building.
 - Text copy should be limited to the name of the business only.
 - Letter color should be compatible with the awning and the building color scheme.
 - In pedestrian-oriented areas, signs should be placed close to the store entrance and should relate to the sidewalk instead of motorists.
 - The bottom of awning signs should maintain at least a 10-foot pedestrian clearance from the sidewalk level.
 - Provide removable valances and end panels to accommodate future changes in sign copy.
 - Do not painting cloth awnings in order to change sign copy, as this will decrease the fire resistant/retardant properties of the treated canvas.
- vi. Figurative (3 dimensional)
- These are signs that advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books and are encouraged.
- Use only one projecting sign per business.
 - Use pictographic images for unique individualized character.
 - Figurative signs may be incorporated into any of the allowable sign types identified herein.
- vii. Neon Signs
- Limit neon signs to windows, and neon lettering or borders on projecting signs.

3) Sign Lighting

- i. Light signs to the minimum level required for nighttime readability.
- ii. Use wall attached lighting to light the sign area only to better integrate signs with the building's architecture.

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- iii. Properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way.
- iv. Back-lighted, solid letters are allowed
- v. Internally illuminated letters are allowed
- vi. Subtle custom neon tubing incorporated into the sign similar to historic signs in the district.

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