

Bracut Industrial Park Signage Master Plan

Bracut Industrial Park (APN 501-241-033) is situated on approximately 26 acres between Humboldt Bay and Highway 101. The Park's property frontage stretches approximately 2,340 linear feet. It is zoned Industrial General. Since the 1960's the Park has had a variety of industrial tenants renting combinations of buildings and open space. Appurtenant sign needs have varied by tenant

This Signage Master Plan outlines the signage requirements and restrictions for the site and Bracut Industrial Park tenants, as well as the process for signage review and approval.

Tenant Requirements

The following requirements apply to tenants and the structures and areas they are renting.

General Requirements

1. Prior to applying for County approval or permit and before fabrication, Tenant shall submit to the Landowner for approval the proposed sign drawings. Drawings shall include locations, size, style of lettering, materials, installation, details, color selection, and logo design and method of attachment.
2. Signs must be reviewed by Landowner or their designated qualified representative to confirm conformance with this criteria and overall design quality prior to permitting. Approval or disapproval of sign submittal based on aesthetics of design shall remain the sole right of Landowner or its authorized representative.
3. All signs and their installation shall comply with all building codes, electrical codes, other applicable laws, ordinances rules and regulations, agencies and utilities having jurisdiction over building signing.
4. Signs not installed with said codes and/or without Landowner's approval shall be corrected by the Tenant at Tenant's cost and expense. If not corrected within thirty days, signs may be corrected by Landowner at Tenant's expense.
5. All permits for signs and their installation shall be obtained by the Tenant, Tenant's sign contractor, or their representative prior to installation.
6. Tenants shall be responsible for the installation and maintaining the sign in good working order once the installation is complete which shall include, but not limited to, replacement of damaged letters or logo.

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Appurtenant Frontage Sign Design Requirement

Appurtenant signage must not exceed a cumulative total of 1,500 square feet for the entire site. The Landowner will track all site appurtenant signage area to ensure the cumulative total of 1,500 is not exceeded.

1. One sign per Tenant is allowed within the building frontage areas. Building frontage areas for appurtenant signs are illustrated in Exhibit A.
2. Sign size shall not exceed the allowance per address/unit outlined in Table 1. If a Tenant occupies multiple units, at the discretion of the Landowner, the allowable square footage may be increased to the cumulative allowance of all units occupied by said Tenant per building. The Landowner may change the maximum signage allowance per building and unit prior to a new Tenant contract.
3. Appurtenant signage shall not be allowed for Tenants renting only open land and/or any lawfully permitted temporary structures.

Table 1. Allowable signage square footage (sq. ft.) per building

Address	Unit	2025 Existing Signage (sq. ft.)	Maximum Signage Allowance (sq. ft)
4031/33		0	30
4035		0	30
4041		0	20
4051		845 ⁽¹⁾	720
4055		0	20
4059		168	200
4061	1	0	40
	2	0	40
	3	0 ⁽³⁾	40
	4	0 ⁽³⁾	40
	5	64 ⁽²⁾	40
	6	9 ⁽²⁾	40
	7	200 ⁽¹⁾	40
	8	73	40
	9	0	40
	10	0	40
	11	0	40
	2 Office	93 ⁽³⁾	40
4063		0	0
4065		0	0
Total:		1455	1500

(1) These tenants will be allowed to maintain their current signs, which exceed allowances, until their current contract expires. New contracts and tenants will require adherence to the maximum signage allowance. The Landowner will track all site appurtenant signage area to ensure the cumulative total of 1,500 is not exceeded.

(2) One tenant rents these spaces; therefore, the maximum sign area has not been exceeded.

(3) One tenant rents these spaces; therefore, the maximum sign area has not been exceeded.

Side and Rear Sign Design Requirements

1. Each Tenant possessing a rear door for operations may have uniformly applied on said door in location directed by Landowner, the Tenant's name and address. Signs must not exceed 50 square feet.
2. Wayfinding signage shall not exceed a cumulative total of 20 square feet per building side.



Figure 1 Example wayfinding signage pointing to customer entrance

Restrictions

1. No reflective material or illumination is allowed within the sign. Digital signage is excluded.
2. Flashing, animated, audible, revolving or signs that otherwise create an illustration of animation will not be permitted.
3. Advertising devices such as attraction boards, posters, banners and flags will not be permitted, other than as specified in Tenant approved signage drawings.
4. No exposed crossovers, conduit, exposed lamps or bulbs will be permitted.
5. No new spotlighted or floodlighted signs will be permitted. One floodlight currently exists at 4051 (Figure 2), four spotlights exist at 4061 (Figure 3), and three spotlights exist at 4059 (Figure 1).

Signage Master Plan



Figure 2 Floodlight near fence to illuminate sign on building 4051 frontage



Figure 3 Four spotlights on 4061 to illuminate signs on building frontage

Landowner Requirements

The following guidance applies to the overall site and specifically areas of shared use. See Exhibit A for approximate locations.

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Site Security

Site security signage is intended to deter trespassing and reduce safety conflicts between trespassers and the industrial businesses. Pursuant to California Penal Code § 602 (o)(1), signs must be posted on private property to allow law enforcement to issue citations or arrest violators on behalf of the property owner. Consistent with Humboldt County Sheriff's Office Consent to Enforce Trespass guidance, signs should be placed in a conspicuous place on the property (e.g. driveways, perimeter fences, sides of buildings, and footpaths) and signs should be at least 18 by 24 inches in dimension.

Multiple locations have been identified for potential security and trespassing signs (Exhibit A). Multiple styles of security signage shall be allowed: fence signs, wall signs, and pole signs. Signs will be no greater than 2 feet by 3 feet in dimension or 6 square feet. Poles with signs fixed atop may be up to nine feet in height total (pole and sign combined). Sign colors will typically be red, yellow, black, and white as illustrated in the examples provided in Figure 4 and Figure 5. No reflective material or illumination is allowed within the signs or directed at the signs. The site security signage locations, types, and amount may be revised to address new or increasing security concerns.

These signs shall not be allowed near the coastal access area (Exhibit A).



Figure 4 Security sign at entrance in August 2025



Figure 5 Example sign provided by Humboldt County Sheriff's Office

Monument Sign

One monument sign shall be allowed near the Park's entrance at the current location. The sign shall not exceed the current height and area (Figure 7). No reflective material or interior illumination is allowed within the sign. Existing ground mounted lights are directed at the sign and away from the highway. The current location of the monument sign is shown on the site plan in Exhibit A.

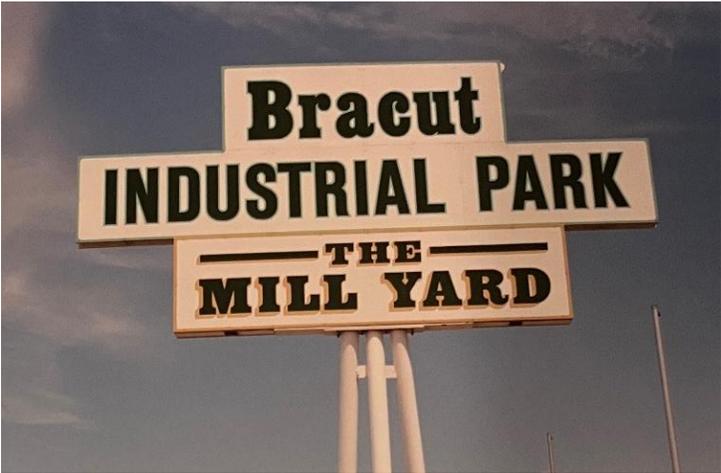


Figure 6 Monument sign in 1993



Figure 7 Monument sign in 2025

Business Parking Signs

Employee and customer only parking signs shall be allowed, mounted on existing structures, in or near parking areas adjacent to business use.

These signs shall not be allowed near the coastal access area (Exhibit A). No reflective material or illumination is allowed within the signs or directed at the signs.

Coastal Access Signs

A sign shall be posted on an existing structure near the Park's entrance (Exhibit A) directing visitors to the coastal access area off the northern property boundary.

No reflective material or illumination is allowed within the signs or directed at the signs.

Future Changes to Criteria

This sign criteria may be amended or changed in order to accommodate the requirements of the County or other governing bodies with regard to the final approval of the uniform sign program for Bracut Industrial Park. If any such changes are required, this criteria will be amended to incorporate the required changes and Tenant agrees to abide by the new or amended requirements of the sign criteria.

Exhibit A: Sign Locations

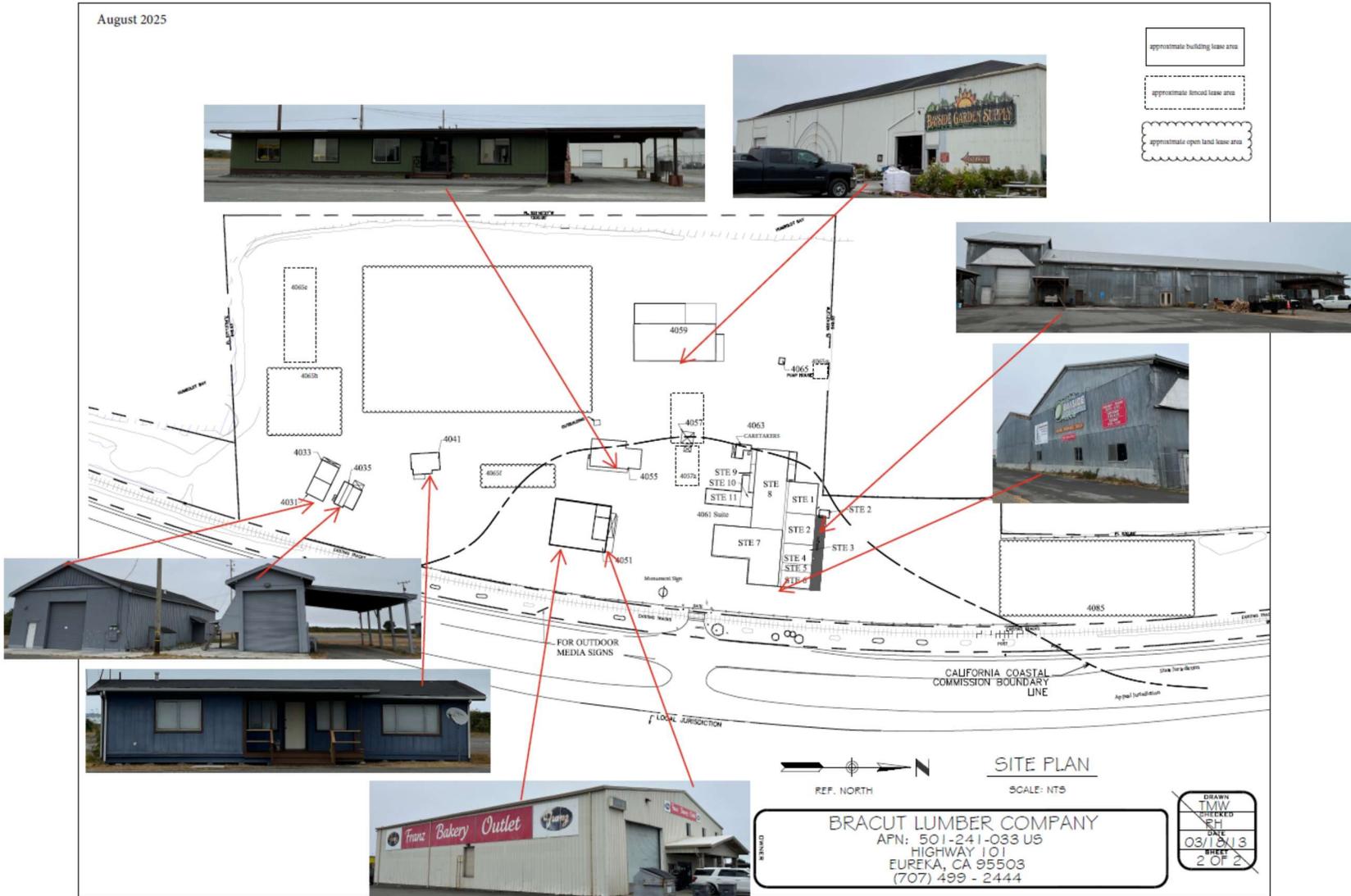


Note the signage at 4059 near the back of the parcel is approximately 0.10 miles west of US 101 southbound lanes.

Bracut Special Permit - Attachment 11

Current status of tenant signage (August 2025)

Site overview



2025 Google Earth property frontage – Southbound lane looking west near site entrance



2025 Google Earth property frontage – Southbound lane north of entrance



2025 Google Earth property frontage – Southbound lane south of entrance



Comparison of tenant signage (photos and estimated square feet [SF]) in 1993 and 2025.

Address: 4031/33 (left), 4035 (right)

Year: 1993
(~30 SF)



Year: 2025
(0 SF)



Bracut Special Permit - Attachment 11

Address: 4041

Year: 1993
(0 SF)

Unable to find historic frontage photo

Year: 2025
(0 SF)



Address: 4051

Year: 1993
(~845 SF)



Year: 2025
(~845 SF)



Bracut Special Permit - Attachment 11

Address: 4055

Year: 1993
(0 SF)



Year: 2025
(0 SF)



Address: 4059 – Note this building is approximately 0.10 miles west of the southbound US 101 highway lanes with reduced visibility

Year: 1993
(0 SF)



Year: 2025
(~168 SF)



Address: 4061

Year: 1993
(~58 SF)



Year: 2025
(~442 SF)

