

Sign Information

Shoreline Market and Fueling Station Redevelopment Project (PLN-2021-17554)
Yurok Economic Development Corporation
Orick, Humboldt County, California
LACO Project No. 7105.31
December 2024

Introduction:

This document presents information pertaining to the proposed signage associated with the Yurok Economic Development Corporation's (YEDC; Applicant) Shoreline Market and Fueling Station Redevelopment project. The project is located at 120001 and 120025 U.S. Highway 101 in Orick in unincorporated Humboldt County, California, on the properties identified as Assessor's Parcel Numbers (APNs): 520-151-014, 520-151-015, and 520-151-016 (Site).

Proposed Signage:

The proposed project includes signage (wall signs) along the storefront's east and west elevations, as well as along the fueling canopy's east and west elevations (banner signs). Two monument signs will also be provided along the property frontage, with one to be located within the southeast corner of the property, east of the easterly Site ingress/egress point, and the other along the southern boundary of the Site, west of the westerly Site entrance. Additionally, up to two fuel price signs will be provided.

The signage will be designed in accordance with Humboldt County Code (HCC) section 314-87.2 S(Signs). The proposed signs will not exceed the number and sizing requirements specified in the Appurtenant Sign Table included in HCC §314-87.2.

Example signage proposed under the project is presented below, with signage locations provided on the project's preliminary site plan and architectural elevations.

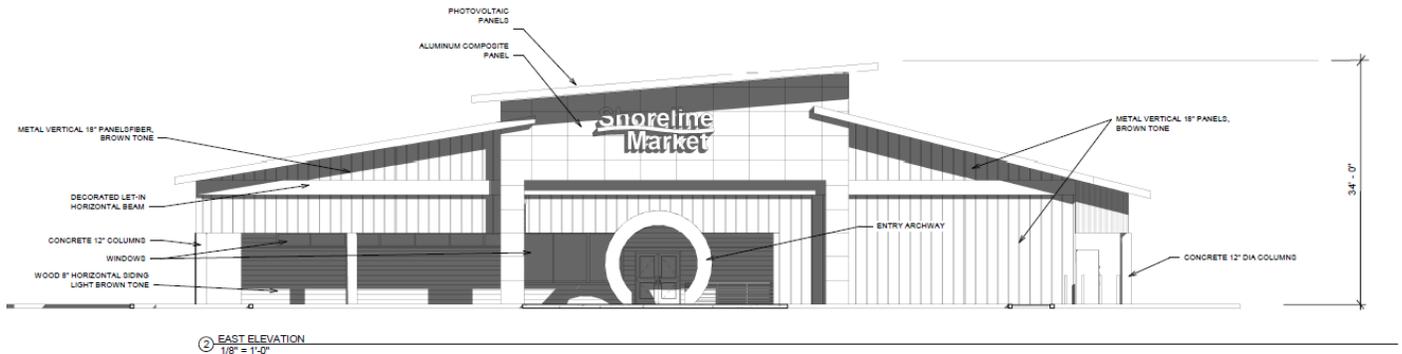


Figure 1. Example Main Wall Sign Above Store Entry (East Elevation)

21 W Fourth Street
Eureka, CA 95501
707 443-5054

1072 N State Street
Ukiah, CA 95482
707 462-0222

1550 Airport Blvd, Suite 120
Santa Rosa, CA 95403
707 525-1222

2561 California Park Dr., Suite 200
Chico, CA 95928
530 801-6170

Toll Free 800 515-5054



Figure 2. Example Side Wall Sign (West Elevation)

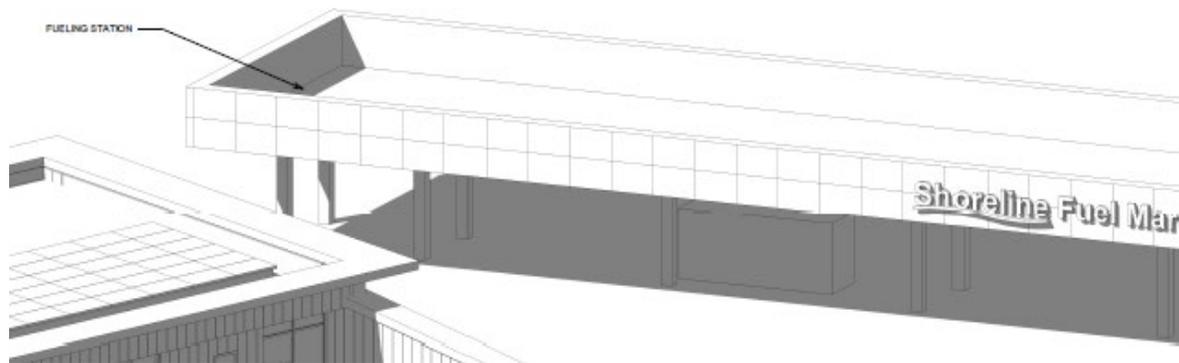
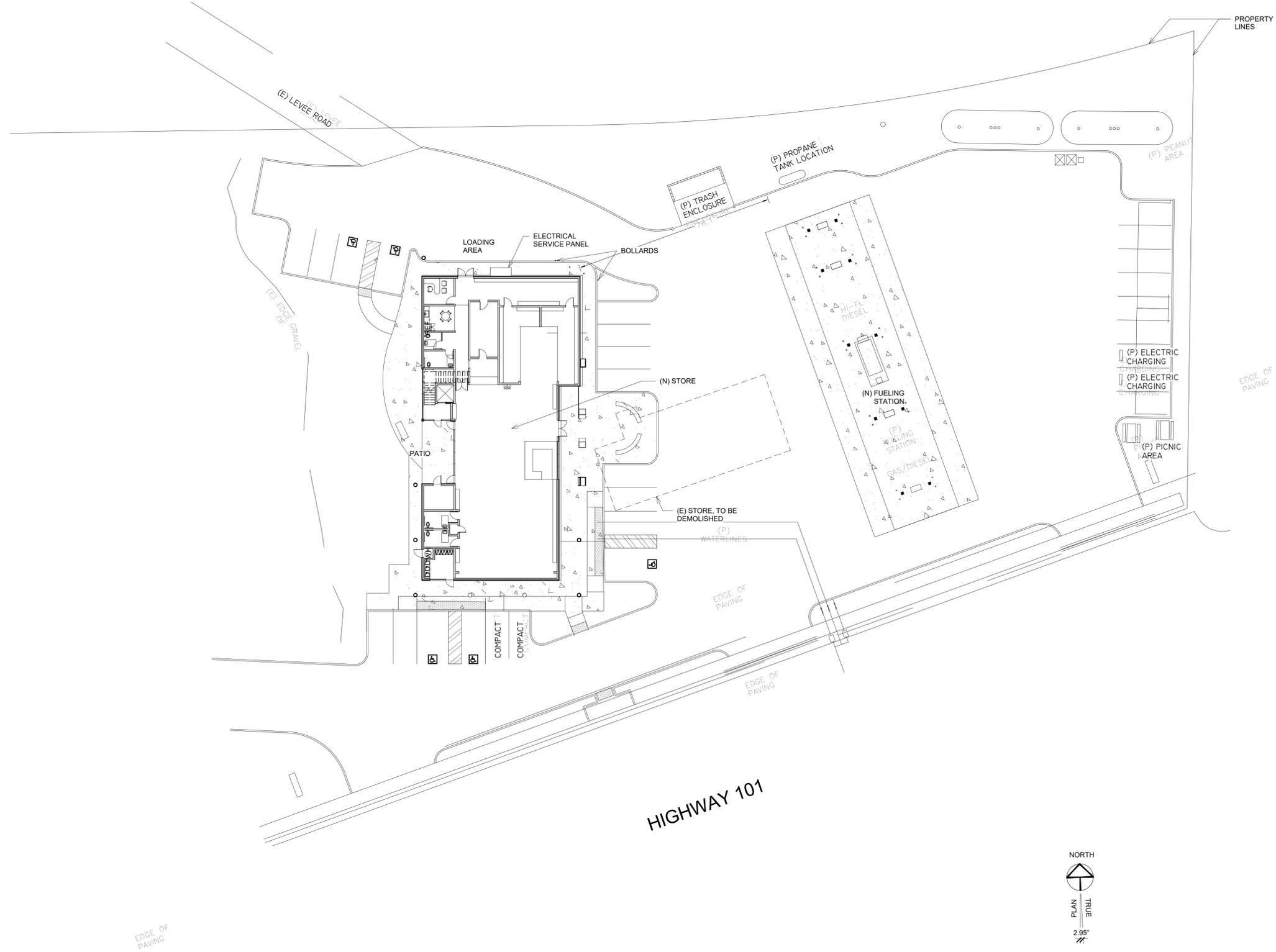


Figure 3. Example Fuel Canopy Signage Proposed Along Both Sides of Canopy
(Northeast and Southwest Elevations)



Figure 4. Example Monument Sign to be Installed along Property Frontage. Maximum height proposed is 18 feet.
(Note: Sign is from the YEDC's Pem Mey Fuel Mart in Klamath and is representative of the style and design proposed for the Shoreline project.)

Note: Additional notes and details have been added in blue by LACO Associates on December 17, 2024.



1 SITE PLAN
1" = 20'-0"

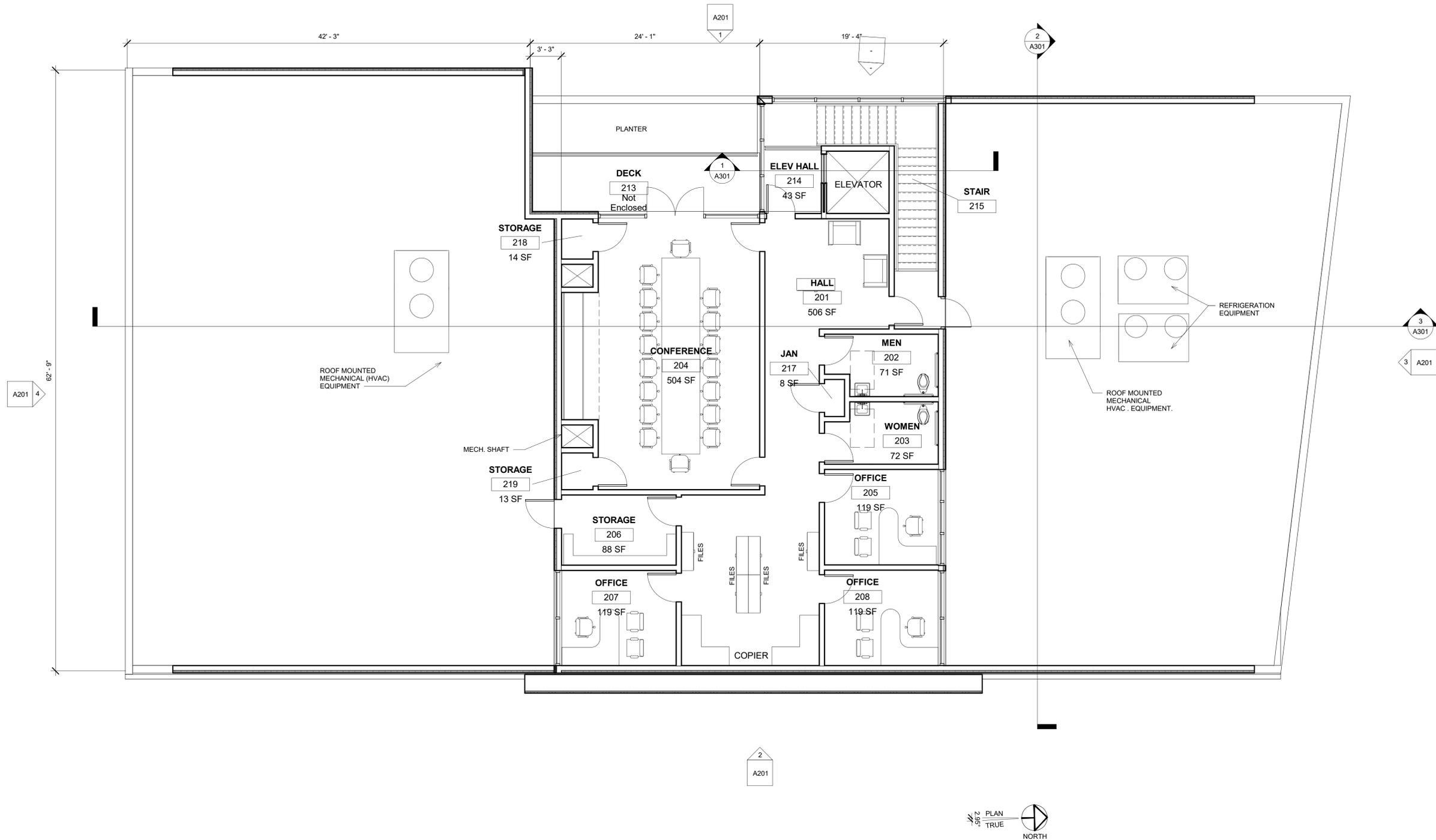
HUMBOLT COUNTY PLANNING
DEPARTMENT SUBMITTAL

DATE BY	REVISIONS	#

COLLABORATIVE DESIGN & PLANNING 104 North School Street Phone: 707-513-7355 Fax: 866-929-0473 J@COLLABORATIVEDESIGNPLANNING.COM	YUROK ECONOMIC DEVELOPMENT CORP. SHORELINE FUEL MART 120025 HWY 101, ORICK, CA 95555 APN# 520-151-014,015,016
	SHEET TITLE PLAN SITE DRAWN BY JB CHECKED BY JB DATE ISSUED 11/2/21 SCALE AS NOTED PAGE A001 SHEET OF

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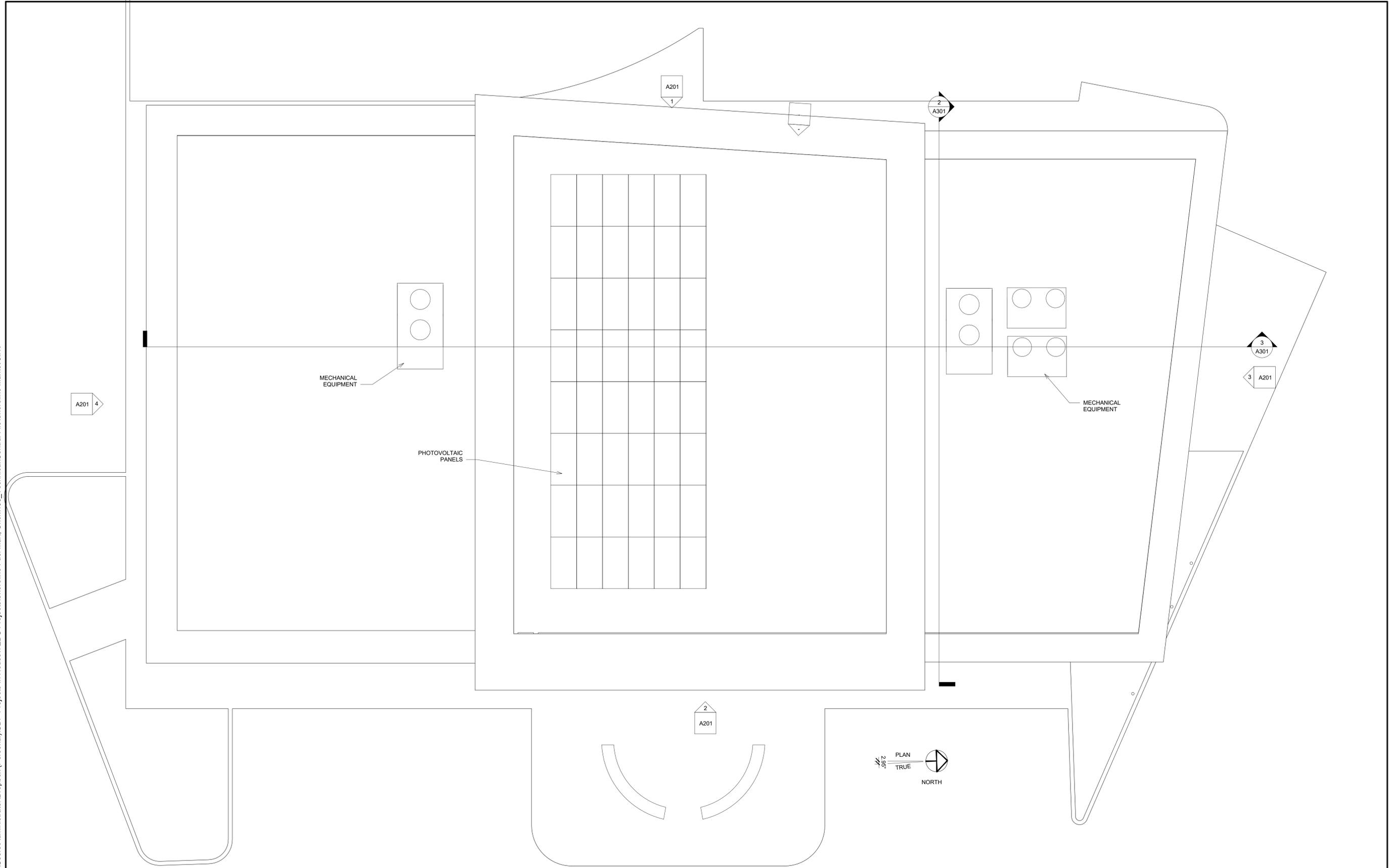


① Level 2
3/16" = 1'-0"

1/2" OR 1/4" PLAN TRUE
NORTH

COLLABORATIVE DESIGN & PLANNING	
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YUROK ECONOMIC DEVELOPMENT CORP. SHORELINE FUEL MART	
120025 HWY 101, ORICK, CA 95555 APN# 520-151-014,015,016	
SHEET TITLE	
PLAN LEVEL 2	
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HUMBOLT COUNTY PLANNING DEPARTMENT SUBMITTAL	
104 North School Street Phone: 707-513-7355 Fax: 866-929-0473 J@COLLABORATIVEDSIGNPLANNING.COM	

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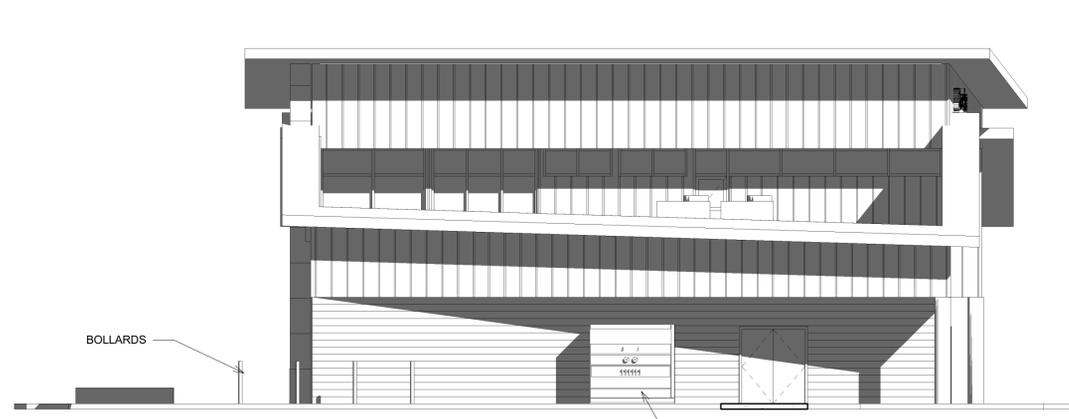
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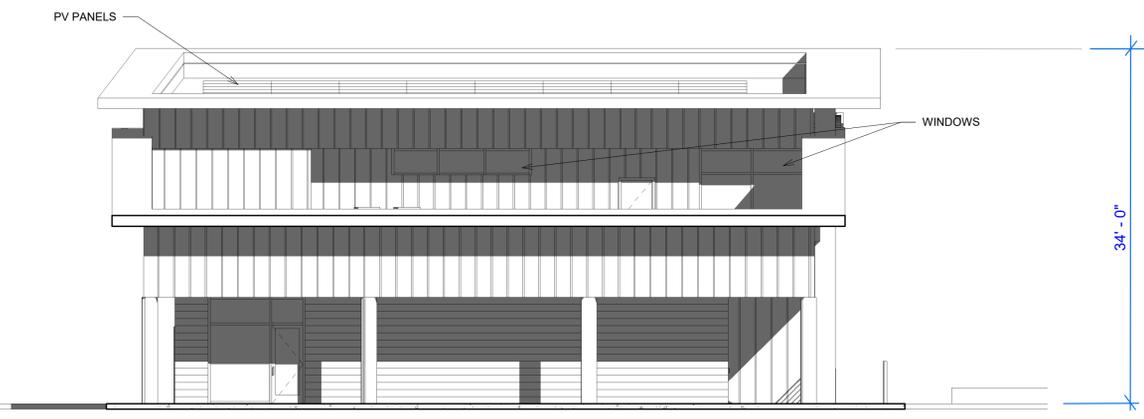
① WEST ELEVATION
1/8" = 1'-0"



② EAST ELEVATION
1/8" = 1'-0"



③ NORTH ELEVATION
1/8" = 1'-0"



④ SOUTH ELEVATION
1/8" = 1'-0"

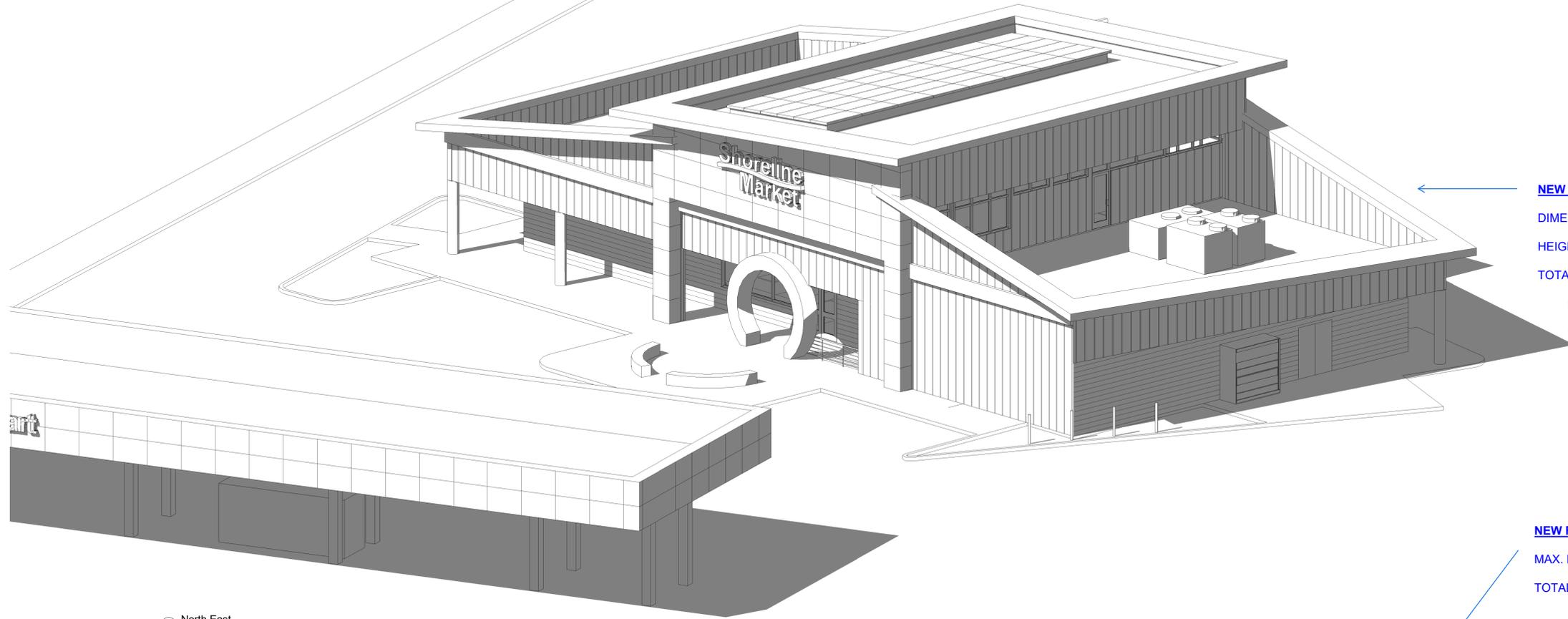
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104 North School Street Phone: 707-513-7355 Fax: 866-929-0473 J@COLLABORATIVEDSIGNPLANNING.COM	

YUROK ECONOMIC DEVELOPMENT CORP.	
SHORELINE FUEL MART	
120025 HWY 101, ORICK, CA 95555 APN# 520-151-014,015,016	

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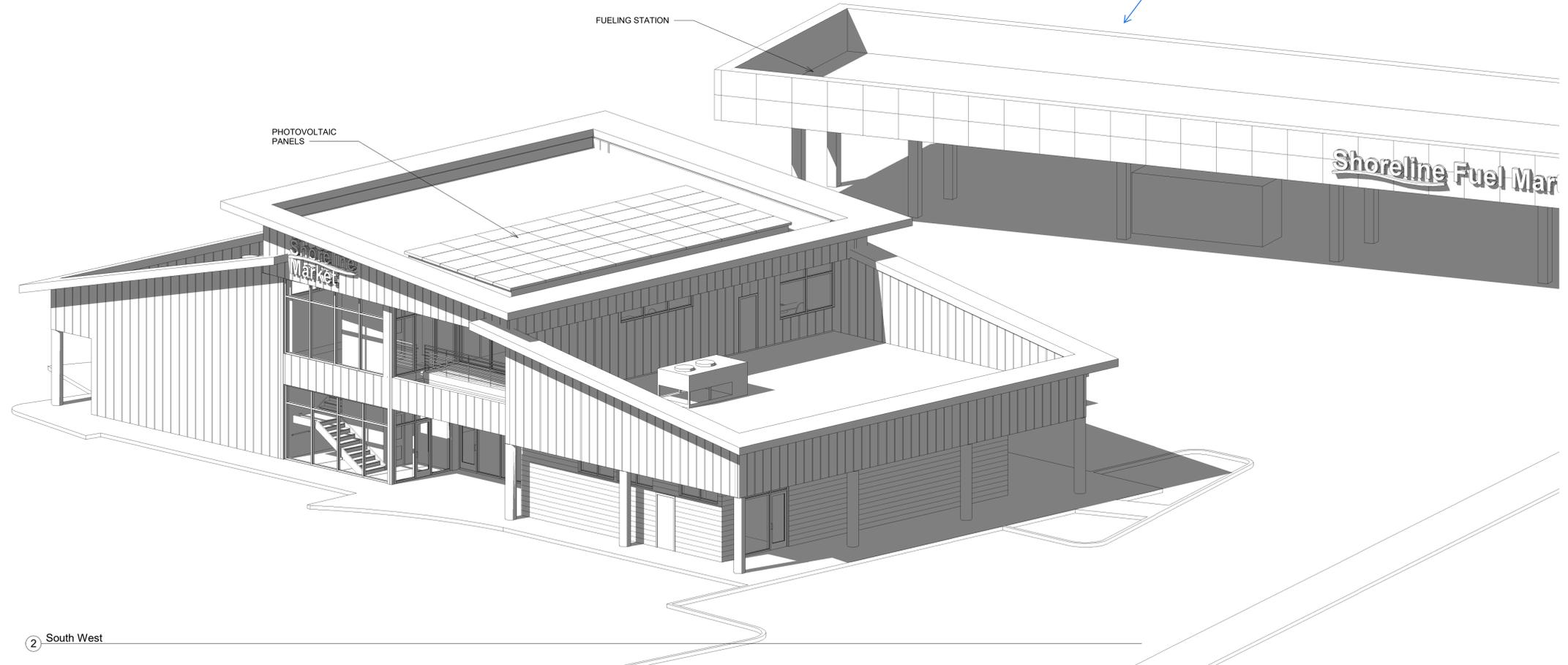
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1 North East

NEW STORE:
DIMENSIONS: 114' - 8" x 59' - 10" MAX.
HEIGHT: 34'
TOTAL SQUARE FOOTAGE: 8,289 SF
FIRST FLOOR: 6,066 SF
SECOND FLOOR: 2,223 SF

NEW FUEL CANOPY: DIMENSIONS: 122' - 6" x 26'
MAX. HEIGHT: 16'
TOTAL SQUARE FOOTAGE: 3,185 SF



2 South West

REVISIONS		DATE BY
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COLLABORATIVE DESIGN & PLANNING	104 North School Street
	Phone: 707-513-7355 Fax: 866-929-0473 J@COLLABORATIVEDSIGNPLANNING.COM

YUROK ECONOMIC DEVELOPMENT CORP.	120025 HWY 101, ORICK, CA 95555 APN# 520-151-014,015,016
SHORELINE FUEL MART	

SHEET TITLE	3D
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SCALE	AS NOTED
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