



**MENDOCINO HISTORICAL REVIEW BOARD
STAFF REPORT**

**APRIL 2, 2017
MHRB_2016-0025**

OWNER: WILLIAM ZIMMER
P.O. BOX 263
MENDOCINO, CA 95460

APPLICANT: MICHAEL GORDON
PO BOX 1411
MENDOCINO, CA 95460

AGENT: THE SIGN SHOP
43197 ROAD 409
MENDOCINO, CA 95460

PROJECT DESCRIPTION: Request for a Mendocino Historical Review Board Permit to place two new signs adjacent to existing signs: (1) a 5.4 square-foot double-sided, carved, and painted redwood sign to hang below an existing sign; and (2) a 2.4 square-foot wooden sign over the door front. Sign copy to read "Mendo Vino" and painted with vineyard and wine glass. Total sign area proposed 7.85 square feet.

STREET ADDRESS: 10481 Lansing Street (APN 119-250-01)

PARCEL SIZE: 9,100± square feet

ENVIRONMENTAL DETERMINATION: Categorically Exempt. Class 11 categorical exemption for accessory structures such as on premise signs.

HISTORIC STRUCTURES: On Site: Site of Gospel Hall; Jacob Stauer House, Cat. I (Ukiah Street)

PAST MHRB PERMITS: MHRB Permit 2014-18 "Country Store," and numerous others

HISTORIC ORDINANCE STANDARDS: The Mendocino Historical Preservation District Ordinance provides' standards for the MHRB to consider when reviewing applications. Relative to this application, the following issues are raised and should be addressed:

Building Size, Height, Proportions and Form	Roof Shape
Relationship of Building Masses and Open Spaces	✓ Color(s)
Relationship to Surrounding Structures	✓ Sign Size
Materials and Textures	✓ Number of Signs
Architectural Details and Style	✓ Placement/Location
Facade Treatment	Lighting
Proportions of Windows and Doors	Paving/Grading
Landscaping	

APPLICABLE SECTIONS OF MHRB GUIDELINES: Signs (page 10).

APPLICABLE SECTIONS OF MENDOCINO COUNTY COASTAL ZONING CODE TITLE 20 – DIVISION III.Sec. 20.608.038(13) Definitions S

"Sign Area" means the entire area within the smallest parallelogram, triangle, circle, or combination thereof, which can be delineated so as to encompass the extreme limits of all elements comprising an integral part of a sign display, including any frame or border, but not including essential structural elements, unless it is determined that such structural elements are an integral part of the total sign display; provided, however, that where the surface or face of a sign is curved, spherical, cylindrical or any other similar form, the area of such sign shall be computed on the basis of the projected configuration of that surface or face. The area of any doublefaced sign shall be the area of the single face, unless otherwise provided. All other multiple-faced signs shall be the total area of all faces or panels. Sign area as it pertains to sign copy shall mean and be computed as the entire area within the smallest continuous perimeter of not more than eight (8) straight lines encompassing the extreme limit of all of the sign copy of a sign. In the case of a sign composed of individual letters or other devices mounted on a building wall, the copy area of such sign shall be the sum of the areas of the smallest rectangles encompassing each of the individual letters or other devices which comprise the sign copy.

Sec. 20.712.015 - Sign Standards.

The following standards shall apply to all signs:

(A) Signs attached to a building shall not extend above the eave, roof line or parapet of the building. Signs flush to a building are preferable, although signs perpendicular to a building may be permitted under special circumstances.

(D) All signs shall, where feasible, be made of wood.

(E) Only one (1) sign per business shall be allowed when one (1) sign will suffice. A two (2) sided sign, identifying the same business(es) will be considered one (1) sign. More than one (1) sign may be allowed when the business has more than one (1) entrance accessible to the public. No individual sign (freestanding or attached) may exceed six (6) square feet and the total of all freestanding and attached signs shall not exceed twelve (12) square feet.

(F) The use of a "directory" type sign is recommended for buildings containing more than one (1) business and using a common entrance(s) or address. In addition, where a business is located on a parcel having frontage on two (2) streets, the business shall be allowed to be a part of a directory sign.

(1) Maximum height: Eighty (80) inches unless the directory sign is parallel to the road then the maximum height shall be eight (8) feet.

(2) Maximum width: Thirty-six (36) inches.

(3) Maximum size of the individual business sign within the directory: Two hundred sixteen (216) square inches.

(G) Size, design and location of signs shall be in harmony with the building and surrounding buildings and shall not detract from the Historic District.

(H) Signs shall not adversely affect public views of the bay and landmark structures from public view areas.

(I) Where sign illumination is required, lighting shall be indirect, low key and restricted to business hours only. The lighting shall not create glare or reflection onto adjacent properties or public streets and no sign shall be internally illuminated. Neon lighting is prohibited.

(L) All signs, including indoor commercial self-contained lighted signs visible from a walkway normally used by the public, are subject to the review and approval of the Mendocino Historic Review Board as provided in Chapter 20.760. The Mendocino Historical Review Board may grant an exception to sign standards provided that the granting of the exception is not contrary to the public good and does not detrimentally affect the historic character of the Town.

Sec. 20.760.030 Work in Historical Zone A Requiring Approval

(F) Construction, erection, installation, relocation or alteration of any outdoor advertising sign, whether lighted or unlighted, including new sign copy except as exempted in Section 20.760.040, and any indoor commercial self-contained lighted sign which is visible from a walkway normally used by the public;

Sec. 20.760.050 Standards.

(8) Signs:

- (a) Signs should be made of wood.
- (b) Only one (1) sign will be allowed per business when one (1) sign will suffice.
- (d) Size, design and location of sign shall be in harmony with the building and surrounding buildings.
- (e) Signs shall not block public views or lines of sight. Signs flush to building are preferable; signs perpendicular to building are permitted under special circumstances.

STAFF ANALYSIS: MHRB Permit 2014-0018 approved the two existing “Country Store” signs. Existing signs comprise 8.3 square feet of sign area. One sign is 5.9 square feet and the second is 2.4 square feet. These signs shall remain.

The applicant will be conducting a second business at this location and proposes one directory sign (MCC Section 20.760.050(8)(c)). The directory sign would consist of the existing “Country Store” sign, that is attached to a metal bracket, and the proposed “Mendo Vino” sign that would be attached to and below the “Country Store” sign. Use of a directory type sign is recommended for buildings containing more than one business and using a common entrance. The Country Store and Mendo Vino will be using a common building entrance. The applicant proposes a second “Mendo Vino” sign that would be located above the common building entrance.

Table 1. Existing and Proposed Sign Area			
	Square Feet MHRB Permit 2014-18	Square Feet Proposed MHRB 2016-25	Square Feet Combined
Country Store	5.9		5.9
Country Store	2.4		2.4
Mendo Vino		5.4	5.4
Mendo Vino		2.4	2.4
Total Area	8.3	7.8	16.1

The total sign area proposed for two Mendo Vino signs would be 7.85 square feet. One sign would be 5.4 square feet and the second sign would be 2.4 square feet. Total sign area at this site would be 16.1 square feet.

The applicant proposes to change combine one permitted sign (5.9 square feet) and one proposed sign that is similar in size to establish a directory sign. MCC Section 20.712.015(F)(3) limits the area of directory signs to 216 square inches or 1.5 square feet. The existing, permitted sign exceeds this threshold. Therefore, the applicant requests that the Mendocino Historical Review Board grant an exception, pursuant with MCC Section 20.712.015(L), to sign standards provided that the granting of the exception is not contrary to the public good and does not detrimentally affect the historic character of the Town.

All signs would be made of wood, carved, and painted.

FINDINGS: The Review Board shall not approve or conditionally approve any application for proposed work unless it affirmatively makes the following findings:

- (a) The exterior appearance and design of the proposed work is in harmony with the exterior appearance and design of the existing structures within the District and with that of existing subject structure, if any; and
- (b) The appearance of the proposed work will not detract from the appearance of other property within the District; and
- (c) Where the proposed work consists of alteration or demolition of an existing structure, that such work will not unnecessarily damage or destroy a structure of historical, architectural or cultural significance.
- (d) At this location, allowing two signs (one 5.9 and the other 5.4 square feet) to be combined to establish a directory sign, where the individual business signs exceed 1.5 square feet, is not contrary to the public good and does not detrimentally affect the historic character of the Town.

STANDARD CONDITIONS:

1. This action shall become final and effective on the 11th day following the decision unless an appeal is filed pursuant to Section 20.760.072 of the Mendocino County Code. The permit shall expire and become null and void at the expiration of two years after the effective date except where construction and or use of the property in reliance on such permit has been completed prior to its expiration.
2. The application along with supplemental exhibits and related material shall be considered elements of this permit, and compliance therewith is mandatory.
3. This permit shall be subject to the securing of all necessary permits for the proposed development from County, State and Federal agencies having jurisdiction. The applicant shall secure all required building permits for the proposed project as required by the Building Inspection Division.
4. This permit shall be subject to revocation or modification upon a finding of any one (1) or more of the following:
 - a. That such permit was obtained or extended by fraud.
 - b. That one or more of the conditions upon which such permit was granted have been violated.
 - c. A final judgment of a court of competent jurisdiction has declared one (1) or more conditions to be void or ineffective, or has enjoined or otherwise prohibited the enforcement or operation of one (1) or more such conditions.
5. This permit for this sign is valid only for as long as this business is conducted at this location. The Review Board reserves the right to consider all aspects of any future changes to the sign, including size.
6. Two (2) individual business signs within the directory shall be permitted and the maximum combined directory sign area shall be limited to twelve square feet.

The Review Board's action and this permit will not be final and effective and work may not commence on the project until after a ten-day appeal period has ended. You will be notified if a timely appeal is filed.

Appeal Fee: \$1,616 (Check payable to County of Mendocino)

Appeal Period: Appeals must be received by the Clerk of the Board of Supervisors within 10 days of Review Board action.

COUNTY OF MENDOCINO
DEPT. OF PLANNING & BUILDING
SERVICES

120 WEST FIR STREET
FORT BRAGG, CA 95437
Telephone: 707-964-5379
Fax: 707-961-2427

Case No(s) MHRB-2016-0025
Date Filed 9/29/2016
Fee \$ \$420.00
Receipt No. PRJ-012738
Received by RL

Office Use Only

MHRB APPLICATION FORM

Name of Applicant MICHAEL GORDON	Name of Property Owner(s) WILLIAM ZIMMER	Name of Agent THE SIGN SHOP
Mailing Address 10850 CALYPSO LN. MENDOCINO Box 1411	Mailing Address BOX 263 MENDO	Mailing Address 43197 RD. 409 MENDO
Telephone Number 813 8103	Telephone Number 937-0695	Telephone Number 964-0608
Assessor's Parcel Number(s) 119 - 250 - 01		
Parcel Size <u>400</u>	<input checked="" type="checkbox"/> Square Feet <input type="checkbox"/> Acres	Street Address of Project 10481 LANSING ST.

TYPE OF DEVELOPMENT
(Check appropriate boxes)

- Demolition. Please indicate the type and extent of demolition. (see next page)
- Construction of a structure.
- Addition to a structure.
- Alteration of exterior of structure.
- Construction, installation, relocation or alteration of outdoor advertising sign.
- Outdoor lighting.
- Walkways, driveways, parking areas, and grading.
- Exterior painting of a structure.
- Other.

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PROJECT DESCRIPTION QUESTIONNAIRE

The purpose of this questionnaire is to relate information to the Planning & Building Services Department and the MHRB. Please answer all questions. For those questions which do not pertain to your project, please indicate "Not Applicable" or "N/A". NOTE: The more complete and clear the submitted information, the more quickly your application can be processed.

1. Describe your project in detail.

- For demolition, identify the items to be demolished, the percentage of the structure(s) to be demolished, and explain reason for demolition.
- For new signs, provide scaled drawings, describe wording, dimensions, materials, colors, and mounting detail. Indicate specific location on site plan.
- For new copy on existing signs, provide wording, graphics, font style, colors, and photographs of existing sign(s).
- For exterior painting, describe existing and proposed colors. Provide paint chips for proposed colors.
- For exterior lighting, include description/detail of fixtures and indicate locations on the site plan.
- For new construction, additions or architectural alterations, include plans, elevations, dimensions, height(s), materials, colors, finishes, trim and window details, walkways and paving locations.
- For walkways, driveways, paving and grading, provide dimensions, location and materials.

WE WANT TO HANG A TWO SIDED 28" x 28" SIGN FROM EXISTING SIGN AT CORNER OF BUILDING. SIGN TO READ: MENDOCINO WINE CELLAR YELLOW AND GOLD SKY, GREEN VINEYARDS, RED WINE IN GLASS, PURPLE GRAPES, DARK BROWN TEXT.

SECOND SIGN ABOVE ENTRY. SAME TEXT and COLORS. SINGLE FACED. 9 1/2" x 36 1/2"

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2. If the project includes new construction, please provide the following information:

- What is the total lot area presently covered by building(s), decks, walkways, water tanks, and other structures? _____ sq. ft.
- What is the total floor area (internal) of all structures on the property? _____ sq. ft.
- If located within the Mendocino Mixed Use (MMU) zoning district, What is the total floor area on the parcel that is devoted to residential use? _____ sq. ft.

If you need more room to answer any question, please attach additional sheets



43197 Road 409
Mendocino

phone... 707-964-0608
fax..

rick@mendosign.com
cont. lic.527921



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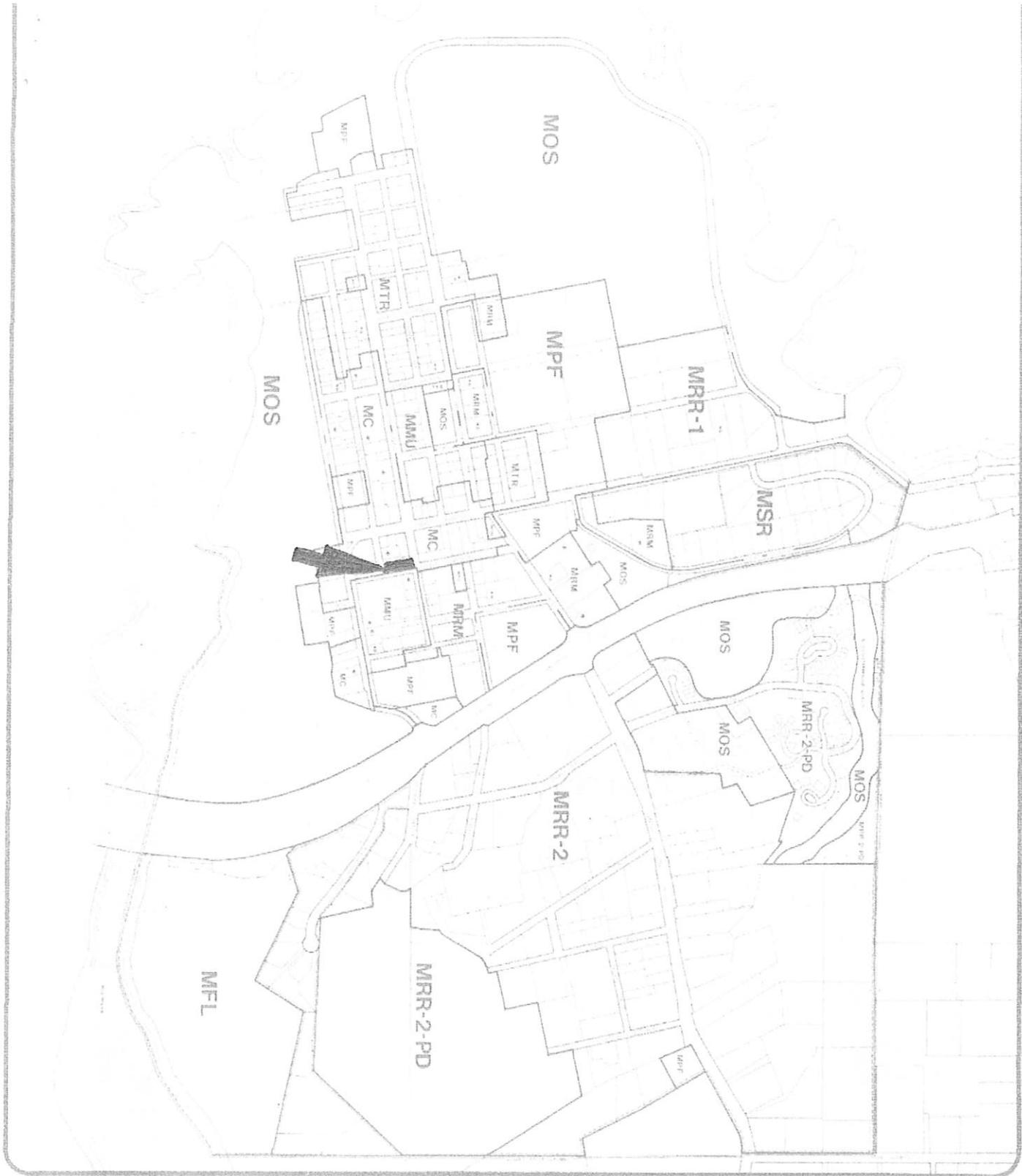
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SIGN 1: 28" x 28" double faced sign to hang from existing sign at corner of building.

Sign to read: Mendocino Wine Cellar, with yellow and gold sky, green vineyards, purple grapes, and a wine glass

SIGN 2: 9 1/2" x 36 1/2" single sided sign to mount over entry. Same colors and text as SIGN 1

Both signs to be painted on wood



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MENDOCINO
TOWN
ZONING

ADOPTED BY THE BOARD OF SUPERVISORS
JANUARY 21, 2009



Scale: 1" = 100'

SUBMIT ONLY ONE COPY

INDEMNIFICATION AND HOLD HARMLESS

ORDINANCE NO. 3780, adopted by the Board of Supervisors on June 4, 1991, requires applicants for discretionary land use approvals, to sign the following Indemnification Agreement. Failure to sign this agreement will result in the application being considered incomplete and withheld from further processing.

INDEMNIFICATION AGREEMENT

As part of this application, applicant agrees to defend, indemnify, release and hold harmless the County of Mendocino, its agents, officers, attorneys, employees, boards and commissions, as more particularly set forth in Mendocino County Code Section 1.04.120, from any claim, action or proceeding brought against any of the foregoing individuals or entities, the purpose of which is to attack, set aside, void or annul the approval of this application or adoption of the environmental document which accompanies it. The indemnification shall include, but not be limited to, damages, costs, expenses, attorney fees or expert witness fees that may be asserted by any person or entity, including the applicant, arising out of or in connection with the approval of this application, whether or not there is concurrent, passive or active negligence on the part of the County, its agents, officers, attorneys, employees, boards and commissions.

Date:

9-29-16



Applicant

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