



**COUNTY OF MENDOCINO**  
**DEPARTMENT OF PLANNING AND BUILDING SERVICES**  
860 NORTH BUSH STREET · UKIAH · CALIFORNIA · 95482  
120 WEST FIR STREET · FT. BRAGG · CALIFORNIA · 95437

JULIA KROG, DIRECTOR  
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May 20, 2024

**PUBLIC NOTICE OF PENDING ACTION**  
**MENDOCINO HISTORICAL REVIEW BOARD PERMIT**

The Mendocino Historical Review Board, at a regular meeting to be held on Monday, June 3, 2024, at the Mendocino Community Center, 10525 School Street (the corner of School and Pine Streets), Mendocino, California, will convene at 7:00 p.m. or as soon thereafter as the item may be heard, for the below described project that is located in the Town of Mendocino.

**CASE#:** MHRB\_2024-0005

**DATE FILED:** 4/25/2024

**OWNER:** Deborah Kettner

**APPLICANT:** Daisy Tallman

**AGENT:** The Sign Shop

**REQUEST:** Mendocino Historical Review Board request for a 30 inch diameter, carved redwood double sided sign painted blue, gold, white, rust, and black. Sign copy to read "Ledges" (above) and "ocean sports" beneath. Sign will hang perpendicular to Main St. from black welded metal brackets.

**ENVIRONMENTAL DETERMINATION:** Categorically Exempt

**LOCATION:** 45140 Main St., Mendocino; APN: 119-237-05

**SUPERVISORIAL DISTRICT:** 5 (Williams)

**STAFF PLANNER:** Mark Cliser

The staff report and notice will be available 10 days before hearing on the Department of Planning and Building Services website at: <https://www.mendocinocounty.gov/government/planning-building-services/meeting-agendas/mendocino-historic-review-board>

As you are an adjacent property owner and/or interested party, you are invited to appear at the hearing and provide comments. Written comments should be submitted by mail to the Department of Planning and Building Services Commission Staff, at 860 North Bush Street, Ukiah, or 120 West Fir Street, Fort Bragg, California. In order to minimize the risk of exposure, the public may participate digitally in meetings by sending comments to [pbscommissions@mendocinocounty.gov](mailto:pbscommissions@mendocinocounty.gov) by June 2, 2024 or orally via telecomment in lieu of personal attendance. All correspondence should contain reference to the above noted case number. All public comment will be made available to the Board, staff, and the general public as they are received and processed by staff, and can be viewed as attachments to this meeting agenda at <https://www.mendocinocounty.gov/government/planning-building-services/meeting-agendas/mendocino-historic-review-board>

The decision of the Mendocino Historical Review Board shall be final unless a written appeal is submitted to the Board of Supervisors with a filing fee within 10 calendar days thereafter. If appealed, the decision of the Board of Supervisors to approve the project shall be final. If you would like to be notified of the Mendocino Historical Review Board action, please submit a written request to this office.

If you challenge the above case in court, you may be limited to raising only those issues described in this notice or that you or someone else raised at the public hearing, or in written correspondence delivered to the Mendocino Historical Review Board Secretary at or prior to, the public hearing.

AMERICANS WITH DISABILITIES ACT (ADA) COMPLIANCE. Mendocino County complies with ADA requirements and upon request, will attempt to reasonably accommodate individuals with disabilities by making meeting material available in appropriate alternate formats (pursuant to Government Code Section 54953.2). Anyone requiring reasonable accommodation to participate in the meeting should contact the Department of Planning and Building Services by calling (707) 234-6650 or (707) 964-5379 at least five days prior to the meeting.

Additional information regarding the above noted case may be obtained by calling the Planning and Building Services Department at 964-5379, Monday through Friday.

JULIA KROG, Director of Planning and Building Services



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**MENDOCINO HISTORICAL REVIEW BOARD  
STAFF REPORT**

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**JUNE 3, 2024  
MHRB\_2024-0005**

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**OWNER:** Deborah Kettner  
15 Pine Ridge Drive  
Matapoissett, MA 02739

**APPLICANT:** Daisy Tallman  
32381 Holquist Lane  
Fort Bragg, CA 95437

**AGENT:** Rick Sacks, The Sign Shop  
43197 Road 409  
Mendocino, CA 95460

**PROJECT DESCRIPTION:** Mendocino Historical Review Board request for a 30 inch diameter, carved redwood double sided sign painted blue, gold, white, rust, and black. Sign copy to read “Ledges” (above) and “ocean sports) beneath. Sign will hang perpendicular to Main St. from black welded metal brackets.

**STREET ADDRESS:** 45140 Main Street, Mendocino; APN: 119-237-05.

**PARCEL SIZE:** 6,196± square feet

**ENVIRONMENTAL DETERMINATION:** Class 11 categorical exemption for accessory structures such as on-premises signs.

**HISTORIC STRUCTURES:** On Site: Bank of Commerce, 1905, Category I  
North: Non-Historic Dwelling, 1935, Category IV (APN 119-235-05)  
South: Ford House, 1854, Category I (APN 119-240-01)  
West: Ramus Salon, 1875, Category I (APN 119-237-04)  
East: Barn-Store, 1875, Category III (APN 119-237-06)

**STAFF PLANNER:** Mark Cliser

**PAST MHRB PERMITS:** None

**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 MENDOCINO TOWN ZONING CODE:** Chapter 20.712.015 *Sign Standards*, Section 20.760.030(F) and Section 20.760.050 *Standards*.

**APPLICABLE SECTIONS OF MHRB GUIDELINES:** VIII – Non-Structural Guidelines: Signs, (pg. 10)

**APPLICANT’S STATEMENT:** (See Attachment A, page 2)

**RECOMMENDED 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 sign is in harmony with the exterior appearance and design of the existing structures within the District and with that of existing subject structure; and
- (b) The appearance of the proposed sign will not detract from the appearance of other property within the District.

**RECOMMENDED CONDITIONS:**

- 1. This action shall become final and effective on the 11<sup>th</sup> 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. Replacement signs shall be the same shape and size, and similar in color, brightness, tone, and hue. Florescent, metallic, iridescent, or otherwise “modern” colors shall be avoided. Replacement signs shall be in the same location on the property.
- 6. Alterations or copy changes to approved sign shall be reviewed by Planning & Building Services prior to any changes.

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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: \$2,674.00 (Check payable to County of Mendocino).

Appeal Period: Appeals must be received within 10 days of Review Board Action.

**ATTACHMENTS:**

- A. MHRB\_2024-0005 Application

**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-2024-05  
Date Filed 4-25-24  
Fee \$ \$597.00  
Receipt No. PR2-061839  
Received by M. Cliser

Office Use Only

**MHRB APPLICATION FORM**

Name of Applicant Daisy Tallman	Name of Property Owner(s) Deborah Kettner	Name of Agent The Sign Shop
Mailing Address 32381 Holquist Lane Fort Bragg, CA 95437	Mailing Address 15 Pine Ridge Dr. Mattapoisett MA 02739	Mailing Address 43197 Road 409 Mendocino, CA 95460
Telephone Number (541)550-6057	Telephone Number (808)895-8469	Telephone Number (707)964-0608

Assessor's Parcel Number(s)  
**119-237-0500**

Parcel Size <input checked="" type="checkbox"/> Square Feet 900 _____ <input type="checkbox"/> Acres	Street Address of Project 45140 Main Street, Mendocino, CA 95460
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**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.

# 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.

Carved redwood and painted double sided sign to hang from bracket

Colors are blue, gold, white, rust and black.

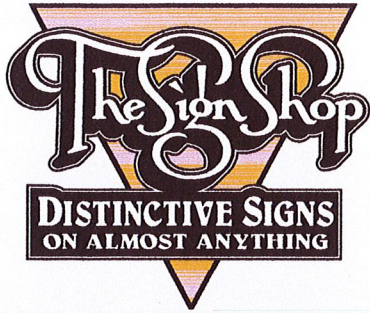
Circle is 30" diameter (4.9 square feet)

Bracket is welded metal and painted black

## 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*

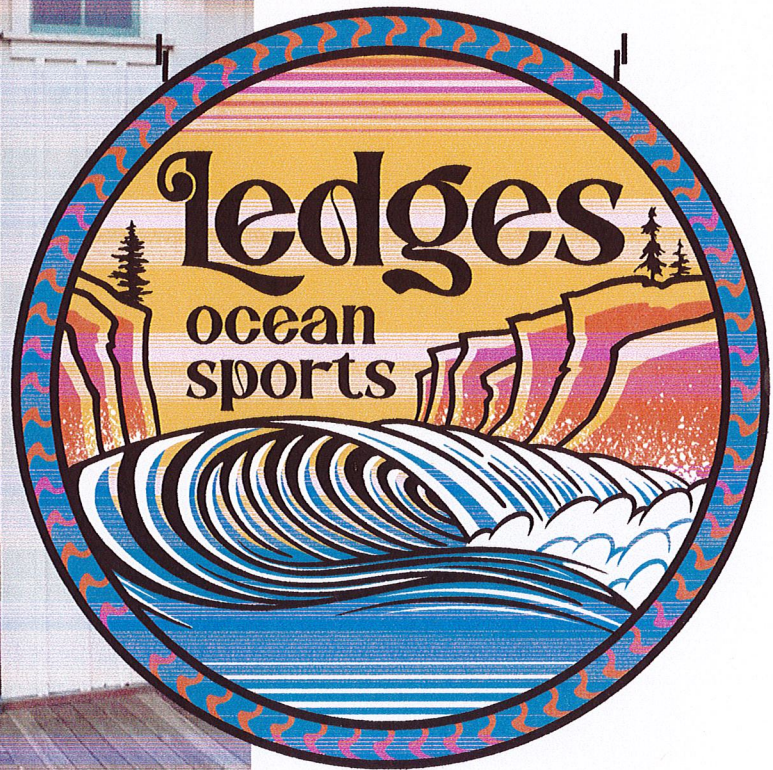


Proposed sign for 45140 Main St.

43197 Road 409  
Mendocino

phone.. 707-964-0608  
fax..

rick@mendosign.com  
cont. lic.527921



Sign to hang from rafter on the balcony above.  
8' clearance below sign

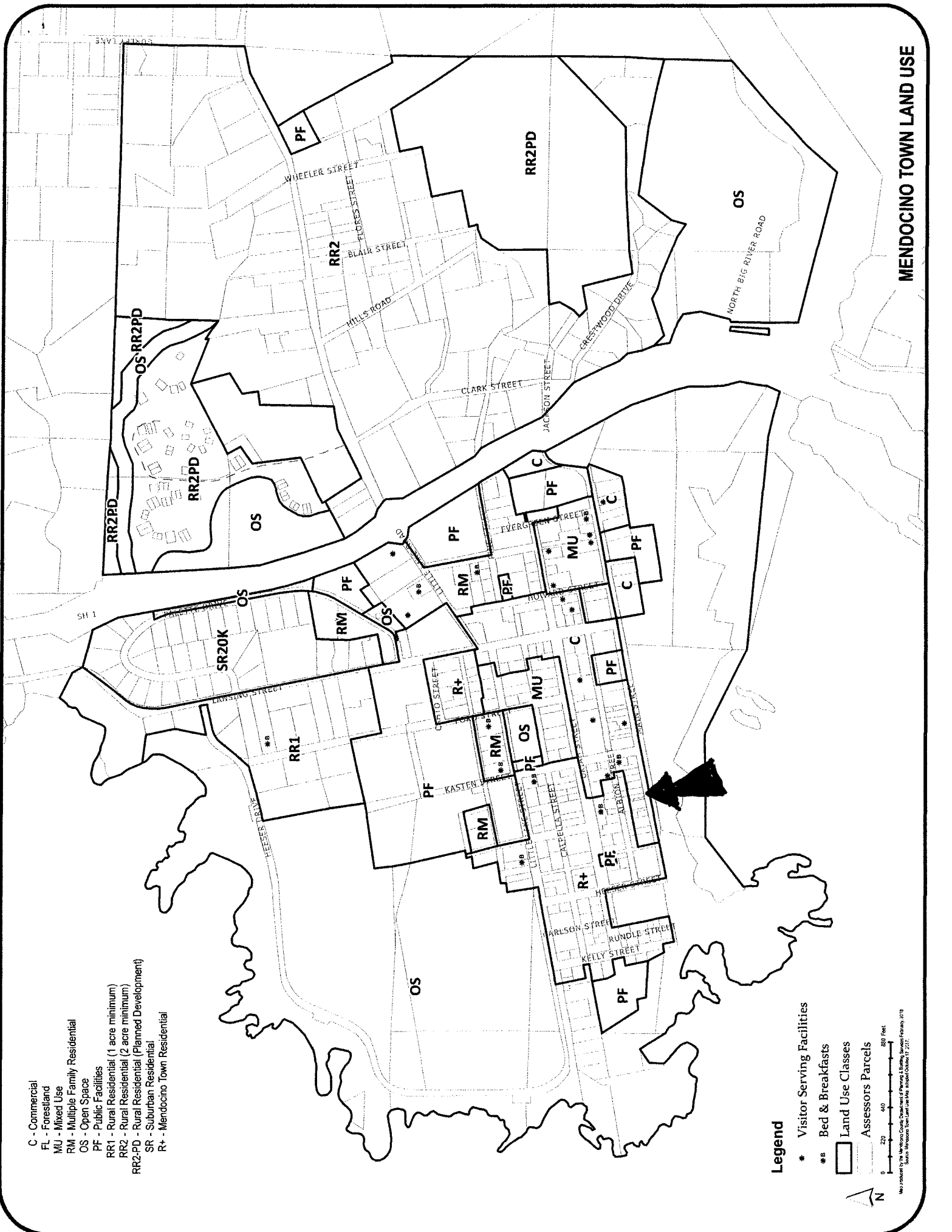


This is an original unpublished drawing created by THE SIGN SHOP. It is submitted for your personal use in conjunction with a project being planned for you. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied, or exhibited in any fashion without expressed written permission from THE SIGN SHOP. Right to use designs for anything other than the subject sign is a violation of copyright laws.

The design rights are sold separately for other uses.

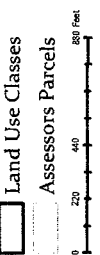
# MENDOCINO TOWN LAND USE

- C - Commercial
- FL - Forestland
- MU - Mixed Use
- RM - Multiple Family Residential
- OS - Open Space
- PF - Public Facilities
- RR1 - Rural Residential (1 acre minimum)
- RR2 - Rural Residential (2 acre minimum)
- RR2-PD - Rural Residential (Planned Development)
- SR - Suburban Residential
- R+ - Mendocino Town Residential



### Legend

- \* Visitor Serving Facilities
- \*\* Bed & Breakfasts
- Land Use Classes
- Assessors Parcels



Map prepared by the Mendocino County Department of Planning & Building Services February, 2018  
 Source: Mendocino Town Land Use Map, adopted October 17, 2017.