



COUNTY OF MENDOCINO
DEPARTMENT OF PLANNING AND BUILDING SERVICES

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752 SOUTH FRANKLIN STREET · FT. BRAGG · CALIFORNIA · 95437

JULIA KROG, DIRECTOR
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pbs@mendocinocounty.gov
www.mendocinocounty.gov/pbs

January 22, 2026

PUBLIC NOTICE OF PENDING ACTION
MENDOCINO HISTORICAL REVIEW BOARD PERMIT

The Mendocino Historical Review Board, on Monday, February 2, 2026, will convene for their regular meeting in the Mendocino Community Center, 10525 School Street (the corner of School and Pine Streets), Mendocino, California, at 6:00 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_2025-0014

DATE FILED: 12/24/2025

OWNER: Mildred E. Reed TTEE

APPLICANT: Allison Martin

AGENT: The Sign Shop, Rick Shop

REQUEST: Mendocino Historical Review Board request to repaint existing signs on South Elevation, with different copy and colors. Sign 1: Heavenly Soles Shoe Boutique, with a graphic of a boot. Blue fade on background. Gold and white text. Sign 2: Whistlestop Gift Shop, with a graphic of a train whistle. Pale green fade on background. Dark blue and gold text. Sign 3. Repaint Kelley Store sign as it exists. Same text and colors. Note: The site is listed as a Category IVa historic resource in Appendix 1 of the Mendocino Town Plan, the Reproduction of Kelley Store built in 1979.

ENVIRONMENTAL DETERMINATION: Categorically Exempt

LOCATION: 45000 Main Street, Mendocino; APN 119-238-16

SUPERVISORIAL DISTRICT: 5 (Williams)

STAFF PLANNER: Jessie Waldman

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/departments/planning-building-services/boards-and-commissions/public-hearing-bodies-page-2>.

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 752 South Franklin 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 by February 1, 2026 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/departments/planning-building-services/boards-and-commissions/public-hearing-bodies-page-2>.

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 707-964-5379, Monday through Friday.

JULIA KROG, Director of Planning and Building Services



**MENDOCINO HISTORICAL REVIEW BOARD
STAFF REPORT**

**FEBRUARY 2, 2026
MHRB_2025-0014**

OWNER Mildred E. Reed TTEE
PO BOX 1001
Mendocino, CA 95460

APPLICANT: Allison Martin
PO BOX 2432
Mendocino, CA 95460

AGENT: The Sign Shop, Rick Shop
43197 RD 409
Mendocino, CA 95460

PROJECT DESCRIPTION: Mendocino Historical Review Board request to repaint existing signs on South Elevation, with different copy and colors. Sign 1: Heavenly Soles Shoe Boutique, with a graphic of a boot. Blue fade on background. Gold and white text. Sign 2: Whistlestop Gift Shop, with a graphic of a train whistle. Pale green fade on background. Dark blue and gold text. Sign 3. Repaint Kelley Store sign as it exists. Same text and colors. Note: The site is listed as a Category IVa historic resource in Appendix 1 of the Mendocino Town Plan, the Reproduction of Kelley Store built in 1979.

STREET ADDRESS: 45000 Main Street, Mendocino; APN 119-238-16.

PARCEL SIZE: 23,682± square feet

ENVIRONMENTAL DETERMINATION: Categorically Exempt

HISTORIC STRUCTURES: On Site: Category I historic resource. Kelley Water Tower, 1920s
Category IVa historic resource. Reproduction of Kelley Store, built in 1979
North: Category I historic resource. Shell Garage, 1923
South: Category S historic resource. Site of Occidental Hotel
West: Category I historic resource. Kelley House, 1861
East: N/A. Open Lot. Mendocino Rotary Foundation, Rotary Park

STAFF PLANNER: Jessie Waldman

PAST MHRB PERMITS: MHRB permits 89-34 (Re-roof); 90-12 (signs, remodel, lighting); 91-21 (painting); 95-36 (replace stairs); 01-40 (new sign); 02-01 (windows and paint); 02-14 (steps); 02-20 (new sign); 03-14 (new sign); 03-22 (new sign); 04-04 (planters); 04-13 (entry doors); 04-50 (replace 2 trees); 05-11 (Season's sign); 08-08 (hand rails); 08-18 (sign); 10-05 (sign); 1-17-2014 – Sign Copy approved “Taste of Stevenswood” sign; 6-23-2014 – Sign Copy approved “Europa Blue Boutique”; 8-23-2018 –

Sign Copy approved “Smithwood Wine Bar & Mercantile”; PR2020-0079 (Sign Copy Request, “Outdoor store”); MHRB_2024-0007 (new sign “Nahara”).

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: VIII – Non-Structural Guidelines: Signs (pg. 10).

APPLICABLE SECTIONS OF MENDOCINO TOWN ZONING CODE (MTZC): Chapter 20.712 *Sign Regulations*; Section 20.760.030(F) *Work in Historical Zone A Requiring Approval*; Section 20.760.050(A)(8) *Standards*.

STAFF NOTES: The site is designated a Category IVa historic resource as a reproduction of the Kelley Store, built in 1979. MHRB_1990-0012 approved modifications to the existing large sign at that time. Multiple sign copy modifications have occurred at this sign location since that time. MHRB_2002-0020 approved additional modifications for the sign with dimensions of 3 feet by 16 feet. The proposed sign copy changes do not propose alterations to the size and location of the signs.

This Mendocino Historical Review Board requests to repaint the existing signs on the South Elevation of the Kelley Building, with different copy and colors.

- Sign 1: Heavenly Soles Shoe Boutique, with a graphic of a boot. Blue fade on background. Gold and white text.
- Sign 2: Whistlestop Gift Shop, with a graphic of a train whistle. Pale green fade on background. Dark blue and gold text.
- Sign 3. Repaint Kelley Store sign as it exists. Same text and colors.

RECOMMENDED MHRB FINDINGS: The Review Board shall not approve or conditionally approve any application for proposed work unless it affirmatively makes the findings a through c, pursuant with MTZC Section 20.760.065.

- (a) Pursuant to MTZC Section 20.760.065(A), exterior renovations to project site are in harmony with the exterior appearance and design of existing structures within the District and with that of the existing subject structure, if any; and
- (b) Pursuant to MTZC Section 20.760.065(B), exterior alterations to project site will not detract from the appearance of other properties within the District; and
- (c) Pursuant to MTZC Section 20.760.065(C), alterations to project site will not unnecessarily damage or destroy a structure of historical, architectural, or cultural significance.

RECOMMENDED 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 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. Any Building Permit request shall include all conditions of approval of this Mendocino Historical Review Permit. Conditions shall be printed on or attached to the plans submitted.
-

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: \$2,354.00 (Check payable to County of Mendocino).

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

ATTACHMENTS:

- A. MHRB_2025-0014 Application
- B. Sverko119-238-16 Files

**COUNTY OF MENDOCINO
DEPT. OF PLANNING & BUILDING
SERVICES**

**752 SOUTH FRANKLIN STREET
FORT BRAGG, CA 95437
Telephone: 707-964-5379
Fax: 707-961-2427**

Case No(s) MHRB 2025-0014
Date Filed 12/24/2025
Fee \$ 631.00
Receipt No. PRJ 069560
Received by WALDMANJ

Office Use Only

MHRB APPLICATION FORM

Name of Applicant Allison Martin	Name of Property Owner(s) Kelley Property Associates, LLC att: Julie Reed	Name of Agent The Sign Shop Rick Sacks
Mailing Address Box 2432 Mendocino CA 95460	Mailing Address Box 1001 Mendocino CA 95460	Mailing Address 43197 Road 409 Mendocino CA 95460
Telephone Number 707-357-2262	Telephone Number 707-357-3611	Telephone Number 707-964-0608
Assessor's Parcel Number(s) 119-238-16-00		Email rick@mendosign.com
Parcel Size <input checked="" type="checkbox"/> Square Feet 2800 <input type="checkbox"/> Acres	Street Address of Project 45000 Main 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.

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.

Repainting existing signs with different copy and colors.

Sign 1. Heavenly Soles Shoe Boutique, with a graphic of a boot. Blue fade on background. Gold and white text

Sign 2. Whistlestop Gift Shop, with a graphic of a train whistle. Pale green fade on background. Dark blue and gold text.

Sign 3. Repaint Kelley Store sign as it exists. Same text and colors.

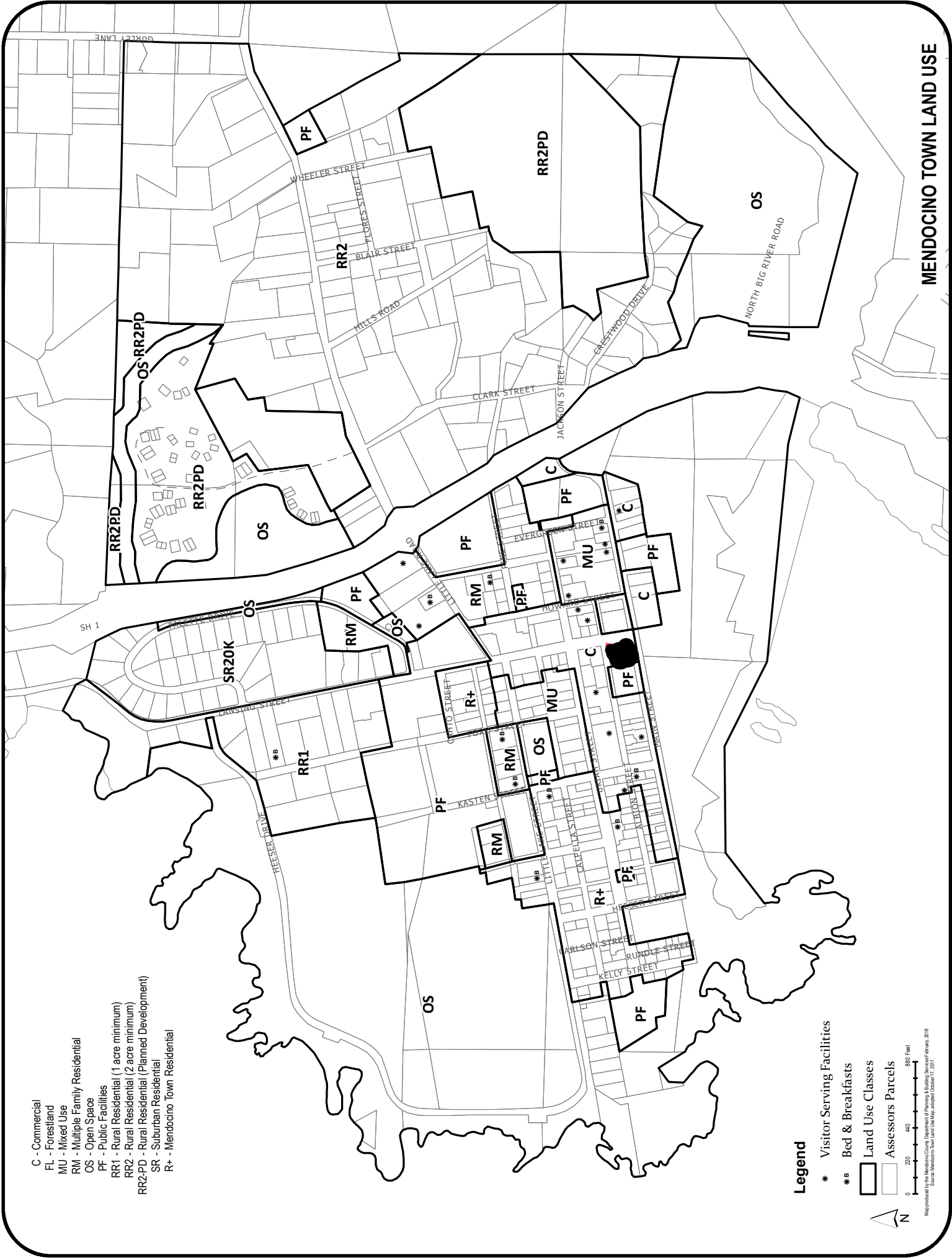
2. If the project includes new construction, please provide the following information:

- 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

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
- *B Bed & Breakfasts
- Land Use Classes
- Assessor's Parcels



Map produced by the Mendocino County Department of Planning & Building, Sheriff's Office, 2018
 Date: Mendocino Town Land Use Map, adopted October 17, 2011.



43197 Road 409
Mendocino

phone.. 707-964-0608
fax..

rick@mendosign.com
cont. lic.527921



Proposed changes on existing signs.



Same size and location, but copy and colors are changing



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The design rights are sold separately for other uses.