



COUNTY OF MENDOCINO
DEPARTMENT OF PLANNING AND BUILDING SERVICES
860 NORTH BUSH STREET · UKIAH · CALIFORNIA · 95482
752 SOUTH FRANKLIN STREET · FT. BRAGG · CALIFORNIA · 95437

JULIA KROG, DIRECTOR
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www.mendocinocounty.org/pbs

February 20, 2026

PUBLIC NOTICE OF PENDING ACTION
MENDOCINO HISTORICAL REVIEW BOARD PERMIT

The Mendocino Historical Review Board, at a regular meeting to be held on Monday, March 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_2026-0001

DATE FILED: 1/15/2026

OWNER: Green Real Estate Enterprises

APPLICANT: Teddy Winslow

AGENT: The Sign Shop, Rick Sacks

REQUEST: Mendocino Historical Review Board request to install new signs replacing the "Rainsong Shoes" sign in the same size and location with brown, yellow, green and blue colors, stating "GoodLife - Mercantile - Grocery- Gifts". Note: The site is listed as a Category I historic resource in Appendix 1 of the Mendocino Town Plan, the Old Bakery Building, Real Estate Office and Rainsong Shoe Store.

ENVIRONMENTAL DETERMINATION: Categorically Exempt

LOCATION: 10483 Lansing Street, Mendocino; APN: 119-150-07

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/public-hearing-bodies>

As you are an adjacent property owner and/or interested party, your comments are invited. 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. The public may participate digitally in meetings by sending comments to pbscommissions@mendocinocounty.gov by March 1, 2026. 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/public-hearing-bodies>

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**

**MARCH 2, 2026
MHRB_2026-0001**

OWNER: Green Real Estate Enterprises
40450 Little River Airport Rd
Little River, CA 95456

APPLICANT: Teddy Winslow
P.O. Box 121
Mendocino, CA 95460

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

PROJECT DESCRIPTION: Mendocino Historical Review Board request to install new signs replacing the "Rainsong Shoes" sign in the same size and location with brown, yellow, green and blue colors, stating "GoodLife - Mercantile - Grocery-Gifts". Note: The site is listed as a Category I historic resource in Appendix 1 of the Mendocino Town Plan, the Old Bakery Building, Real Estate Office and Rainsong Shoe Store.

STREET ADDRESS: 10483 Lansing Street, Mendocino; APN: 119-150-07

PARCEL SIZE: 26,112± square feet (0.59± acres)

ENVIRONMENTAL DETERMINATION: Categorically Exempt

HISTORIC STRUCTURES: On Site: J.D. Johnson, 2 rentals, Category IIa
Stauer Building, Category I
Old Bakery Building, Category I N/H,
Category IVb
North: Priest's House, Category III
South: Jacob Stauer House, Category I
Site of Gospel Hall, Category S
East: Walsh-Doolittle House, Category I
West: Masonic Hall, Category I

STAFF PLANNER: Jessie Waldman

PAST MHRB PERMITS: MHRB_2023-00015 (Tent like Canopy – Withdrawn); MHRB_2023-0003 (Sign); MHRB_2023-0004 (ATF Windows); MHRB_2020-0018 (Sign, exterior alterations, and paint); MHRB_2016-0031 (Sign); MHRB_2012-0003 (Sign); MHRB_2011-0029 (Sign); MHRB_2011-0023 (Sign); MHRB_2011-0022 (Sign); MHRB_2011-0017 (Sign); MHRB_2009-0025 (Sign); MHRB_2009-0006 (Sign); MHRB_2008-0007 (Sign); MHRB_2008-2004 (Trellis and Partial Patio Cover Denied); MHRB_2006-0041(Exhaust Hoods); MHRB_2005-0061 (Water Tank); MHRB_2005-0040 (Sign); MHRB_2002-0002 (Demo Shed); MHRB_1999-0041 (ADA Upgrades); MHRB_1998-0037 (Sign); MHRB_1997-0033 (Paint); MHRB_1997-0009 (Paving); MHRB_1995-0021 (Paint); MHRB_1995-0017 (Sign); MHRB_1995-0016 (Sign); MHRB_1992-0011 (Sign and awning); MHRB_1991-0026 (Sign); MHRB_1991-0018 (New Construction & sign); MHRB_1990-0047 (Sign); MHRB_1990-0011 (Paving and new sidewalk); MHRB_1988-0006 (Sign); MHRB_1987-0014 (Remodel); MHRB_1986-0026 (New Construction); MHRB_1986-0002 (Pave driveway); MHRB_1985-0039 (Sign); MHRB_1985-0022 (Sign).

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 I historic resource in Appendix 1 of the Mendocino Town Plan, known as the Old Bakery Building, Real Estate Office and Rainsong Shoe Store.

This Mendocino Historical Review Board request is to install new signs replacing the "Rainsong Shoes" sign in the same size and location with brown, yellow, green and blue colors, stating "GoodLife - Mercantile - Grocery- Gifts".

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_2026-0001 Application & Drawings
- B. Sverko 119-150-17

**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 2026-0001
Date Filed 1-15-2026
Fee \$ 681-
Receipt No. PRJ 069845
Received by Sandy Arellano

Office Use Only

MHRB APPLICATION FORM

Name of Applicant Teddy Winslow		Name of Property Owner(s) Green Realestate Ent. LLC Richard Green	Name of Agent The Sign Shop
Mailing Address Box 121 Mendocino, CA 9546-		Mailing Address Box 1460 Mendocino, CA 95460	Mailing Address 43197 Road 409 Mendocino, CA 95460
Telephone Number 707-937-0836		Telephone Number	Telephone Number
Assessor's Parcel Number(s) 119 150 07 00			Email rick@mendosign.com
Parcel Size <input checked="" type="checkbox"/> Square Feet 2250 <input type="checkbox"/> Acres		Street Address of Project 10483 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.

Change copy and colors on existing sign. Same size and location.

We want to change Rainsong shoes to GOODLIFE, Mercantile, Groceries, Gifts with a silhouette of a raven. Brown wood grained background. Pale tan text on Goodlife, rust color on sub copy. Light blue dots and raven.

Sign is 24" x 96" on each side

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FORT BRAGG, CA

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



- 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

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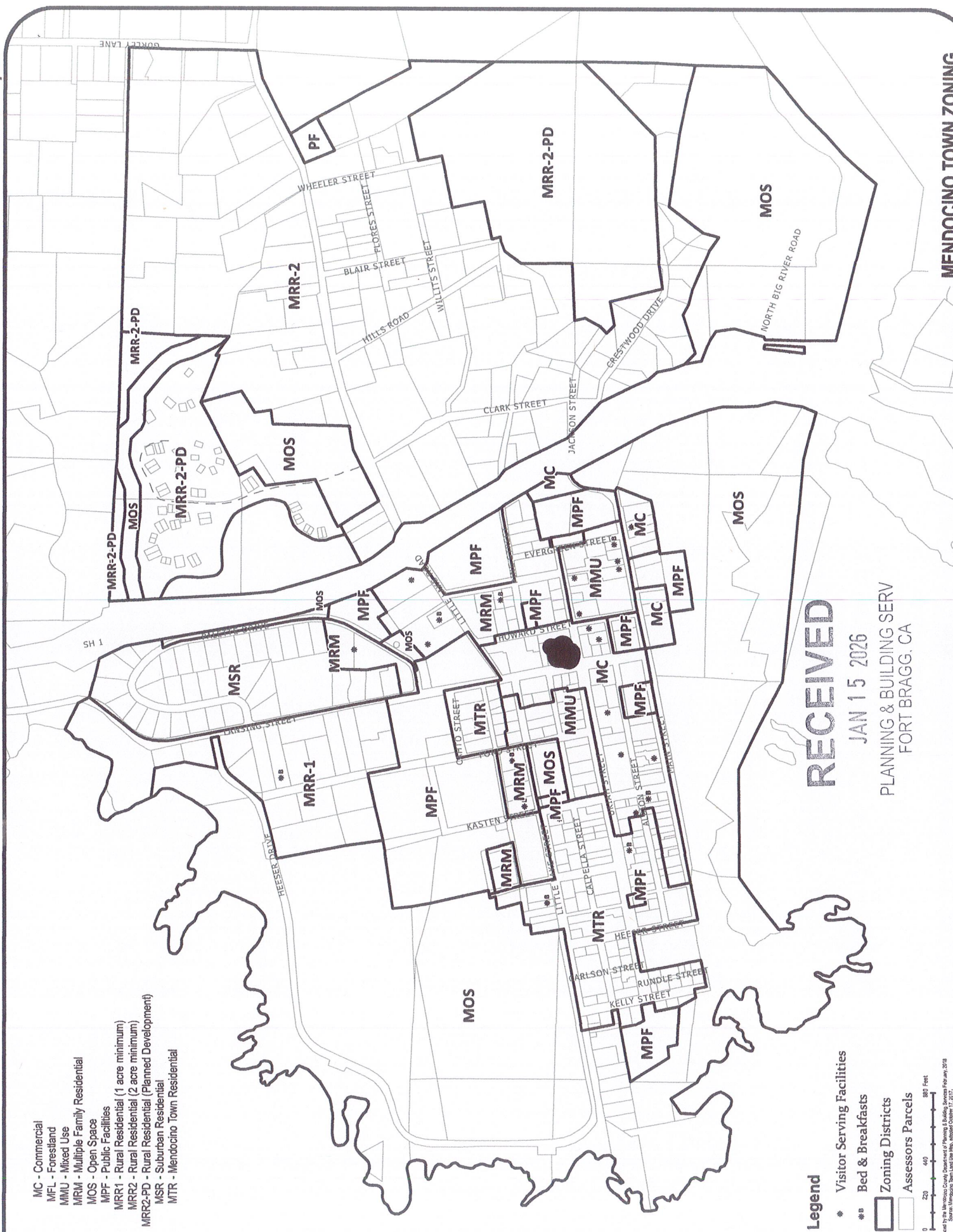
Legend

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

0 200 400 800 Feet

This product is the Mendocino County Department of Planning & Building Services February, 2019
 Source: Mendocino Town Land Use Map, adopted October 17, 2017.

- MC - Commercial
- MFL - Forestland
- MMU - Mixed Use
- MRM - Multiple Family Residential
- MOS - Open Space
- MPF - Public Facilities
- MRR1 - Rural Residential (1 acre minimum)
- MRR2 - Rural Residential (2 acre minimum)
- MRR2-PD - Rural Residential (Planned Development)
- MSR - Suburban Residential
- MTR - Mendocino Town Residential

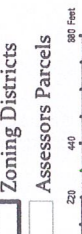


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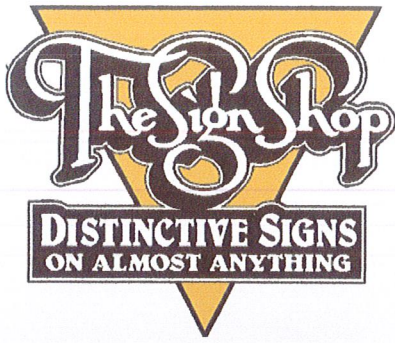
Legend

- * Visitor Serving Facilities
- ** Bed & Breakfasts
- ▭ Zoning Districts
- ▭ Assessors Parcels



Map produced by the City of Mendocino, Planning & Building Services, February 2015. Source: Mendocino Open Land Use Map, recorded October 17, 2017.





10483 Lansing Street
AP# 119 150 07 00

43197 Road 409
Mendocino

phone.. 707-964-0608
fax..

rick@mendosign.com
cont. lic.527921



Existing signs

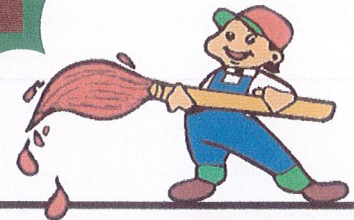
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Sign Panel is 24" x 96"



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.