

AGENDA ITEM #: C

HEARING DATE: January 5, 2015

OWNER/APPLICANT: Mendocino Bricton Hotel LLC
P.O. Box 587
Mendocino, CA 95460

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

PROJECT DESCRIPTION: Install double-sided, painted wood framed sign projecting from corner of building above balcony. The 1' by 6' sign to have off-white background and black text and frame. Copy on the sign to read "Mendocino Hotel".

HISTORIC STRUCTURES: On Site: Category IVa, Non-Historic
North: Category I, Hesser House
South: State Park
East: Category I, Mendocino Hotel
West: Category IVa, Non-Historic

STREET ADDRESS: 45090 Main Street (AP# 119-238-15)

PARCEL SIZE: 3,750 ± square feet

CEQA STATUS: Categorically Exempt, Class 1(g)

PAST MHRB PERMITS: 87-36: approved three signs, one (15.5"x17.5") on the wall of the building along Main St, an identical sign on the courtyard wall, and a third (4"x30") in the covered corridor on the second floor; 88-10; 88-34; 89-20: approved two signs, one on Main St, and one in the interior corridor, a proposed third side on the courtyard wall facing Albion St. was denied; 91-14; 91-17; 93-45; 00-05; 00-45 (signs); 00-23(ext. alt); 2001-56 approved installation of an 18" x 24" (3 sq. ft.) double-sided painted wood sign perpendicular to Albion Street, mounted from bracket on existing post next to "Stix" (both these signs were located on the building); 2011-30 install two new signs.

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:

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| 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 MTZC Div. III: 20.712 & 20.760.050

STAFF NOTES: The proposed sign meets the requirements for sign size and materials. Signs flush to a building are preferred, signs perpendicular to a building may be permitted under special circumstances, per 20.712.015 (A). 20.712.015 (E) discusses the use of more than one sign. More than one sign is allowed when the business has more than one entrance accessible to the public. 20.712.015 (F1) allows the use of directory signs when a business is located on a parcel having frontages on two streets, the business shall be allowed to be part of a directory sign.

REQUIRED 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.

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.

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: \$1040 (Check payable to County of Mendocino)
Appeal Period: Appeals must be received within 10 days of Review Board Action.