

CITY OF SANTA MONICA  
**FINAL LIST OF MERITORIOUS SIGNS**  
9-28-00

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Sign	Address
<b>IGLESIA CHURCH</b> The projecting sign on the corner of the church tower.	<b>2701 02 ST</b>
<b>EMBASSY HOTEL</b> The neon script lettering freestanding sign and the supporting structure which includes the vertical steel pole, the horizontal cross bar and the decorative metal brackets. The lower portion shall be removed.	<b>1001 03 ST</b>
<b>ST CLEMENT</b> The upper level sign	<b>3102 03 ST</b>
<b>MERRILLS MUSIC</b> The painted metal projecting sign with neon accents.	<b>1428 04 ST</b>
<b>HARVELLES</b> The small projecting acrylic-faced cabinet sign that reads "live music."	<b>1432 04 ST</b>
<b>MARK FRIEDMAN</b> The projecting sign reading "furniture"	<b>1437 04 ST</b>
<b>BUDGET MARKET</b> The projecting sign.	<b>2327 04 ST</b>
<b>SUNLIGHT MISSION</b> The upper level sign reading "Sunlight Mission Church". (The cross structure is exempt from the nonconforming sign requirements).	<b>1754 14 ST</b>
<b>BAIRS KEYSTONE</b> The roof sign.	<b>1762 14 ST</b>
<b>BAY AREA MUFFLER</b> The projecting cabinet sign that extends above the roof and identifies "Bay Area Muffler" and the supporting structure.	<b>1922 14 ST</b>
<b>PALM MOTEL</b> Both the freestanding sign on the east end of the building and the roof sign on the west end of the building.	<b>2020 14 ST</b>
<b>CHURCH OF CHRIST</b> The roof sign incorporating the design of a house.	<b>1762 15 ST</b>
<b>ROYAL CLEANERS</b> The large roof sign that reads "Royal Cleaners" plus the two lower projecting cabinet signs.	<b>212 26 ST</b>
<b>ARTHUR'S LIQUOR</b> The projecting painted metal cabinet sign in the shape of an arrow with the word "liquor" highlighted in neon.	<b>115 BROADWAY</b>
<b>INTERACTIVE CAFE</b> The projecting sign.	<b>215 BROADWAY</b>
<b>SANTA MONICA FORD</b> The freestanding sign	<b>1200 BROADWAY</b>

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<b>CHARMONT HOTEL</b> The rooftop sign featuring neon-lit block lettering and the supporting structure.	<b>330 CALIFORNIA AV</b>
<b>SEARS</b> Four large upper story façade-mounted signs with block letters spelling out "SEARS."	<b>302 COLORADO AV</b>
<b>SEARS</b> Two double-faced roof signs utilizing script letters spelling out "Sears."	<b>402 COLORADO AV</b>
<b>RICH SHEET METAL</b> The roof sign.	<b>1725 COLORADO AV</b>
<b>DEWEY PEST</b> The roof sign only. The freestanding pole sign shall be removed.	<b>1907 DELAWARE AV</b>
<b>RESTHAVEN MOTEL</b> The roof sign identifying "Rest Haven Motel" in neon-lit script metal channel lettering and the façade-mounted sign spelling out "Rest Haven Motel" in informal painted wood block letters.	<b>815 GRANT ST</b>
<b>BOYS &amp; GIRLS CLUB</b> The freestanding sign.	<b>1238 LINCOLN BLVD</b>
<b>ARBY'S ROAST BEEF</b> The red hat-shaped freestanding sign and supporting structure. The oscillating portion of the sign is prohibited by Code, and must be eliminated to retain meritorious status.	<b>1340 LINCOLN BLVD</b>
<b>PAYKEL FIREPLACE</b> The roof sign with the fireplace element. The upper level sign on the south elevation was not included.	<b>1443 LINCOLN BLVD</b>
<b>SANTA MONICA RADIATOR</b> The roof mounted projecting sign identifying "Santa Monica Radiator Works" and supporting structure and the gateway sign identifying "Radiator Service."	<b>1539 LINCOLN BLVD</b>
<b>NORMS</b> The tall freestanding sign featuring elongated diamond forms and bold lettering.	<b>1601 LINCOLN BLVD</b>
<b>BAY CITIES AUTO SUPPLY</b> The projecting sign that extends above the roofline and identifies "Bay Area Auto Supply." All other roof signs shall be removed.	<b>1660 LINCOLN BLVD</b>
<b>WESTERN DENTAL (THE "PENGUIN" SIGN)</b> The freestanding sign. The smaller, freestanding sign at the northeast corner of the lot is not included.	<b>1670 LINCOLN BLVD</b>
<b>FIRESTONE</b> The freestanding sign.	<b>1817 LINCOLN BLVD</b>
<b>LA PLAYITA</b> The roof sign "Mariscos" and the adjoining rooftop structure.	<b>3306 LINCOLN BLVD</b>

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Sign	Address
<b>CITY HALL</b> The upper level sign denoting "City Hall" over the entrance. (The upper level sign on the south façade must be removed.)	<b>1685 MAIN ST</b>
<b>STAR LIQUOR</b> The two projecting, double-sided metal cabinet signs.	<b>1929 MAIN ST</b>
<b>THE GALLEY</b> The projecting boat and mermaid only. (The two projecting cabinet signs were not included. The "Galley" ribbon sign is a conforming wall sign).	<b>2442 MAIN ST</b>
<b>SURF LIQUOR</b> The tall, freestanding sign that identifies "Surf Liquor."	<b>2522 MAIN ST</b>
<b>WILD FLOUR PIZZA</b> The roof sign identifying "Wild Flour" and the freestanding pole sign reading "#1 Pizza L.A. Times."	<b>2807 MAIN ST</b>
<b>THE CIRCLE</b> The projecting signs that read "Circle" and "Cocktails."	<b>2926 MAIN ST</b>
<b>A 1 CHINESE LAUNDRY</b> The roof sign.	<b>1006 MONTANA AV</b>
<b>FATHERS OFFICE INC</b> The large roof sign and supporting structure.	<b>1018 MONTANA AV</b>
<b>ESQUIRE BARBER SHOP</b> The freestanding barbershop pole attached to a light pole.	<b>1020 MONTANA AV</b>
<b>DUCK BLIND LIQUOR</b> The yellow freestanding cabinet sign and surrounding neon detailing, supporting structure with decorative metal features.	<b>1102 MONTANA AV</b>
<b>JON ADAMS HAIR DESIGN</b> The freestanding pole sign.	<b>2730 NEILSON WY</b>
<b>STANDARD PARKING</b> The freestanding sign.	<b>1357 OCEAN AV</b>
<b>THE GEORGIAN HOTEL</b> The roof sign featuring neon-lit block lettering and support structure.	<b>1415 OCEAN AV</b>
<b>PACIFIC SANDS MOTEL</b> The upper level wall-mounted sign that identifies the "Pacific Sands Motel" in both script and block neon-lit channel letters. The plastic cabinet signs reading "Pacific Sands," "Motel," "entrance," and "vacancy" must be removed or modified to conform to Code.	<b>1515 OCEAN AV</b>
<b>CHEZ JAY</b> The projecting signs which read "Chez Jay" and "cocktails".	<b>1657 OCEAN AV</b>

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<b>SCENERIES "MARKET"</b> The projecting sign located above the Sceneries International sign, but not including the Sceneries International cabinet sign.	<b>1660 OCEAN AV</b>
<b>OCEAN LODGE</b> The projecting sign and the roof sign.	<b>1667 OCEAN AV</b>
<b>SEAVIEW MOTEL</b> Two upper level façade-mounted metal signs spelling "Seaview" in halo-illuminated script lettering. The roof sign and projecting cabinet sign "Rooms From" are in disrepair and should be removed.	<b>1760 OCEAN AV</b>
<b>CORAS COFFEE SHOP</b> The freestanding pole sign that identifies "Cora's Coffee Shop."	<b>1802 OCEAN AV</b>
<b>THE BAY SIDE HOTEL</b> The large projecting sign that extends above the roof and identifies "Bayside Hotel" with white three-dimensional block letters and neon lighting and the supporting structure.	<b>2001 OCEAN AV</b>
<b>THE HAIR DEPOT</b> The green painted projecting sign.	<b>1620 OCEAN PARK BLVD</b>
<b>EVETTS MODEL SHOP</b> The projecting sign.	<b>1636 OCEAN PARK BLVD</b>
<b>PARIS BELL CLEANERS</b> The circular projecting sign identifying "Paris Bell Cleaners" in a combination of script and block lettering.	<b>1706 OCEAN PARK BLVD</b>
<b>MAYA SHOE REPAIR</b> The red and white colored projecting sign with the shoe at the top that extends above the roof. The cabinet sign "Maya Shoe Repair" and its supporting structure shall be removed.	<b>1708 OCEAN PARK BLVD</b>
<b>LIBERTAD SOCCER CLUB</b> The projecting painted metal cabinet sign that extends above the roof and reads "billiards" in white block letters and neon lighting, and the support structure.	<b>1410 OLYMPIC BLVD</b>
<b>THE BUFFALO CLUB</b> Two projecting cabinet signs with neon lighting. One identifies "Olympia Club" and the other reads "cocktails."	<b>1520 OLYMPIC BLVD</b>
<b>BAY SHORE BOWL</b> The freestanding sign with orange and white letters spelling out "BOWL."	<b>234 PICO BLVD</b>
<b>BAY SHORE BOWL</b> The projecting cabinet sign reading "Bowl For." The other projecting signs along the Pico façade are conforming since they do not project more than 12 unless from the building.	<b>234 PICO BLVD</b>
<b>ED'S LIQUOR STORE</b> The freestanding sign with two yellow cabinet elements and a star-shaped cabinet at the top of the sign.	<b>825 PICO BLVD</b>

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<b>BYRON WOODLEY TIRE</b> The large roof sign that reads "Goodyear," "Tires Accessories," and "Delco Batteries." The projecting sign "Brakes Tune-Up Wheel Alignment & Balance" shall be removed.	<b>1330 PICO BLVD</b>
<b>FOSTERS FREEZE 59</b> The freestanding sign.	<b>1530 PICO BLVD</b>
<b>THE LAZY DAISY</b> The freestanding sign.	<b>2300 PICO BLVD</b>
<b>PICO CLEANERS</b> The painted sign identifying "Pico Cleaners" and supporting structure.	<b>2308 PICO BLVD</b>
<b>ENGLER BROS</b> The projecting roof sign.	<b>2630 PICO BLVD</b>
<b>RAES RESTAURANT</b> The roof mounted sign and the entry sign identifying "Rae's" in neon script lettering.	<b>2901 PICO BLVD</b>
<b>LARES RESTAURANT</b> The projecting sign.	<b>2909 PICO BLVD</b>
<b>MCCABES GUITAR SHOP</b> The projecting roof sign.	<b>3101 PICO BLVD</b>
<b>THE BERMUDA</b> The freestanding sign that reads "The Bermuda."	<b>540 SAN VICENTE BLVD</b>
<b>YE OLDE KINGS HEAD</b> The upper level mural located on the building's west wall.	<b>116 SANTA MONICA BLVD</b>
<b>STANDARD PARKING</b> The arrow sign on Second Street only.	<b>135 SANTA MONICA BLVD</b>
<b>HI DE HO ENTERPRISES</b> The projecting sign that reads "comics" and features neon lighting.	<b>525 SANTA MONICA BLVD</b>
<b>COX PAINTS INC</b> The projecting roof sign that identifies "Cox Paints/Wallpaper."	<b>1130 SANTA MONICA BLVD</b>
<b>BUSY BEE HARDWARE</b> The roof-mounted cabinet sign with a projecting attachment featuring the design of a bee.	<b>1521 SANTA MONICA BLVD</b>
<b>VW/ISUZU SANTA MONICA</b> The freestanding pole sign with two cabinets: the cabinet at the top is a circular "VW" logo and below it is the cabinet reading "Isuzu." All other freestanding signs are to be removed.	<b>2444 SANTA MONICA BLVD</b>
<b>BAY IMPORTS LTD</b> The projecting sign with a red arrow and a yellow supporting shape.	<b>2445 SANTA MONICA BLVD</b>

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<b>VILLAGE MOTEL</b>	<b>2624 SANTA MONICA BLVD</b>
The large projecting sign that extends above the roof and identifies "Village Motel" in white block letters and neon lighting, and the supporting structure. This includes the attached entrance sign.	
<b>SHAKEYS PIZZA PARLOR</b>	<b>3033 SANTA MONICA BLVD</b>
The freestanding sign minue the lower reader board.	
<b>KING'S LIQUOR</b>	<b>3102 SANTA MONICA BLVD</b>
The roof sign with attachments and supporting structure.	
<b>SKI HAUS INC</b>	<b>3103 SANTA MONICA BLVD</b>
The roof mounted sign with "roof structure" and roof mounted sign with a skier depicted	
<b>SM YACHT HARBOR (THE PIER SIGN)</b>	<b>0 SANTA MONICA PIER</b>
The painted metal gateway arch and structure and stylized neon lighting.	
<b>SOVEREIGN RESTORATION</b>	<b>205 WASHINGTON AV</b>
The roof sign.	
<b>BOB BURNS RESTAURANT</b>	<b>202 WILSHIRE BLVD</b>
The acrylic-faced roof-mounted cabinet sign and supporting structure.	
<b>STONE ART</b>	<b>419 WILSHIRE BLVD</b>
The roof sign that identifies "Stone Art" and "Picture Framing."	
<b>POLLY'S</b>	<b>501 WILSHIRE BLVD</b>
The freestanding pole sign at the front in the shape of a house.	
<b>SANTA MONICA LIQUOR</b>	<b>1001 WILSHIRE BLVD</b>
The freestanding sign with neon lights identifying "Santa Monica Liquor."	
<b>CALLAHAN'S</b>	<b>1213 WILSHIRE BLVD</b>
The vertical blade sign that reads "restaurant and the neon roof sign that reads "Callahan's Restaurant". The additional acrylic-faced cabinet signs "Callahan's Restaurant," "Vienna Pastry" and "Bakery" are to be removed.	
<b>BASKIN ROBBINS</b>	<b>1227 WILSHIRE BLVD</b>
The roof sign.	
<b>MERCEDES BENZ</b>	<b>1700 WILSHIRE BLVD</b>
The free standing logo sign	
<b>HOUSE OF BILLIARDS</b>	<b>1901 WILSHIRE BLVD</b>
The roof sign that reads "billiards" and the supporting structure. Other acrylic-faced cabinet signs on the roof shall be removed.	
<b>HALLMARK CLEANERS</b>	<b>1907 WILSHIRE BLVD</b>
The freestanding sign with neon "Hallmark Cleaners" which includes the arrow pointing to "Parking in the rear."	

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<b>THE GAS LITE</b> The freestanding sign identifying "the Gas Lite."	<b>2030 WILSHIRE BLVD</b>
<b>MICHAEL'S LIQUOR</b> The large roof sign that identifies "Michael's Liquor," and the supporting structure.	<b>2400 WILSHIRE BLVD</b>
<b>WILSHIRE ANIMAL HOSPITAL</b> The pole sign with streamline styling and neon lighting.	<b>2421 WILSHIRE BLVD</b>
<b>CASA ESCOBAR</b> The freestanding sign identifying "Casa Escobar."	<b>2500 WILSHIRE BLVD</b>
<b>THE TINDER BOX</b> The freestanding metal cabinet pole sign with neon details displaying a pipe and identifying "The Tinder Box."	<b>2729 WILSHIRE BLVD</b>
<b>JERRYS LIQUOR</b> The tall, freestanding sign that identifies "Jerry's Liquor."	<b>2923 WILSHIRE BLVD</b>

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