



City of Santa Barbara
Planning Division

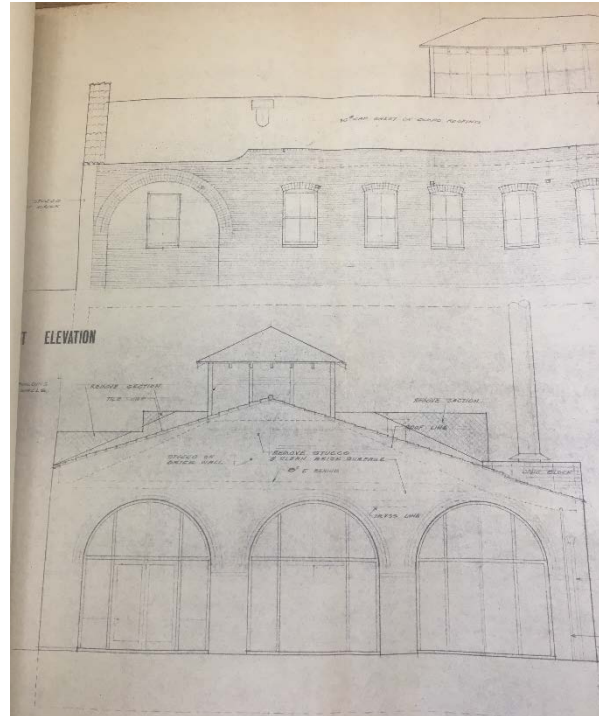
Memorandum

MEETING DATE: April 19, 2022
TO: Sign Committee
FROM: Nicole Hernandez, City Urban Historian
SUBJECT: Historic impacts of the sign on 225 State Street
ADDRESS: 225 State Street
PROJECT: Vertical Sign on tall, industrial chimney stack

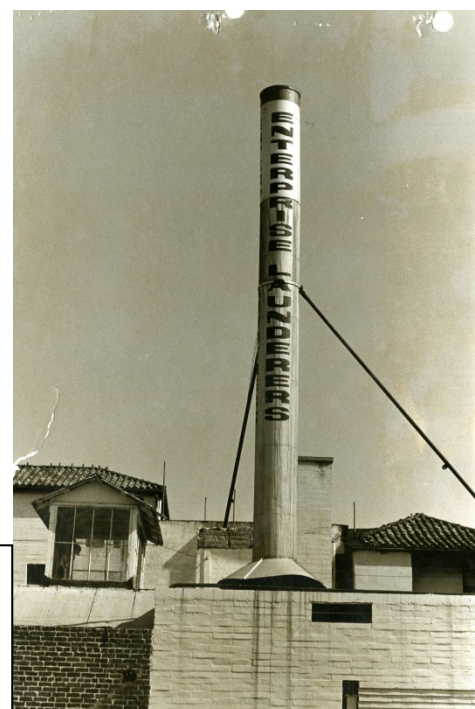
The City Architectural Historian prepared this memo to assist the Sign Committee in the review of replacing the existing Enterprise Fish Co. sign painted on the industrial chimneystack with new tenant name using same lettering and font.

The building was Enterprise Laundry from 1909 until 1974. In 1977, Enterprise Fish Co. took over the building. In 1977, Enterprise Fish Co. received a permit to paint the vertical sign on the smoke stack, replacing the Enterprise Laundry sign. The sign permit indicated that there was already an existing sign. Photo evidence shows that Enterprise Laundry had a vertical painted sign on the site. Painted signage on industrial smoke stacks was a common practice for industrial buildings and is an appropriate place for a sign on this type of industrial building (see examples on the next page).

In this case, the finding that there are exceptional circumstances applicable to the property that do not apply generally to other properties in the vicinity can be made as this is a unique historic brick industrial building surrounded by Spanish Colonial Revival style buildings in El Pueblo Viejo Landmark District. The use of painted signs on



1977 Drawings of the building directing stucco removal from brick. Showing chimney stack



Photograph from 1977 permit to change vertical sign from Enterprise Laundry to Enterprise Fish Co.

industrial chimneystacks was traditionally common, whereas such uses would not be appropriate for the building's Spanish Colonial Revival style neighbors. The painted sign would not be materially detrimental to the public or injurious to the properties or improvements in the vicinity, as the smoke stack sign has been painted for many years and is a good canvas for vertical non-illuminated signage. The proposed sign is also in conformance with the stated purpose and intent of the Sign Ordinance, in that it is harmonious with the building and its visual impact does not subject the citizens of the City to excessive competition for their visual attention.

Examples of signage on historic industrial smokestacks.

