

B. Signs



Identification Sign  
Rancho Santa Fe, California



Directional Signs  
Old Town San Diego State  
Historic Park



Historic Signs  
Columbia California

## B. Signs

Signs in Old San Diego should advertise a place of business or provide directions and information and shall be **archi-** tecturally attractive and contribute to the retention or restoration of the historical character of the area. Some consistency or similarity of **signs** is important to obtain the desired appreciation that all areas and uses are a part of an early California village.

Unless signs are controlled they will tend to compete with each other and with the historical character of the area. Without reasonably **applied** design criteria signs will distract and dominate the setting via height, shape, **size**, number, lighting and movement.

Sign standards assure the merchant that all other establishments are similarly **restricted**. He is protected against overpowering advertising structures **from** competitors and/or **adjacent** properties in the district.

The rules and regulations pertaining to sign control in the Old San Diego Planned District are as follows:

### 1. Definitions

- a.) Advertising Sign (hereinafter referred to as identification signs) is any sign that designates the name of the owner or occupant of the premises upon which such signs **are** placed, or identifies such premises; or **describes** or defines goods offered, manufactured or produced, or services rendered on the premises.
- b.) Directional Sign is any sign that is designed primarily to point the way or **identify** any particular feature or facility including private as **well** as public signs.
- c.) Historic Sign is any sign being used to recreate a replica or restore a historic structure that **existed** prior to 1871. Documentary evidence of the existence of such a sign must be available.

### 2. General Regulations

- a.) The approval of a sign or signs in the Old San Diego District **shall** be granted by the Planned District Review Board only when such signs conform to the distinctive character of the Old San Diego District and do not injuriously affect the same.
- b.) No signs or portions of signs shall project over the public right-of-way except as noted herein.

- c.) All sign permit applications in the Old San Diego Planned District shall be submitted to the Board for approval.
- d.) Application for a permit to display signs in the Old San Diego District shall be accompanied by sketches and drawings to scale and dimensioned showing details of construction as required by the City of San Diego building code, and shall delineate the size, shape, design, material, coloring, lighting and position in relation to the building from Or upon which it shall be displayed. Scaled sketches of existing signs on the premises, including signs for which valid permits exist, whether or not such signs are in existence, shall accompany the application.
- e.) Application must also comply with all other relevant provisions of the City of San Diego Municipal Code.
- f.) Applications for temporary signs shall be forwarded to the Board for their consideration. The Building Inspection Department may issue permits for installation of temporary signs if the need for such signs appears urgent. These sign permits shall expire 72 hours following the next Board meeting unless extended by the Board.
- g.) Placement Prohibitions  
No sign shall be placed upon a balcony or gallery, or placed in any manner whatsoever so as to disfigure or conceal any architectural feature or details of any building or historical site.
- h.) Colors shall be consistent with the pre-1871 period.
- i.) The typeface used on all signs in the Old San Diego shall be consistent with the pre-1871 period. Acceptable type faces include the following examples:

PLAYBILL  
 WAGON TRAIN  
 BOOKMAN BOLD ITALIC W/SWASH  
 CIVIL WAR SERIES  
 ALTERNATE GOTHIC  
 GOUDY MEDIEVAL  
 GARAMOND

- j.) Lighting. No sign that flashes or blinks effects change in hues or intensity of illumination is permitted. In addition, no visible bulbs, neon tubing, exposed wiring, luminous paints or plastics shall be permitted as any part of any sign. Illumination for the sign shall be hidden from view.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

PLAYBILL

**A B C D E F G H I J**  
**K L M N O P Q R S T**  
**U V W X Y Z**  
**abcdefghijklmnop**  
**pqrstuvwxyz**  
**1234567890**

WAGON TRAIN

*A B C C D E E F G G H H I J K K*  
*K L L M M N N O P P Q R R R R S*  
*S S T T U U V V W W X X Y Y Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1234567890*

BOONVILLE - CALIF.  
WISCONSIN

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**abcdefghijklmnopqrstu**  
**vwxyz 1234567890**

PEC. E. A.

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**abcdefghijklmnopqr**  
**stuvwxyz**  
**1234567890**

GARFINKL

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**XYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ALTERNATE LETTERS

**A B C D E F G H I J K L**  
**M N O P Q R S T U V W**  
**X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

... 51-104

**A B C D E F G H I**  
**J K L M N O P Q**  
**R S T U V W X Y**  
**Z**  
**1 2 3 4 5 6 T 8 9 0**

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

**A B C D E F G I I J K L M**  
**N O P Q R S T U V W X Y Z**

**A B C D E F G H I J**  
**K L M N O P Q R S T**  
**U V W X Y Z**  
**abcdefghijklmnop**  
**opqrstuvwxyz**  
**1 2 3 4 S © 7 8 9 0**

... 10-10

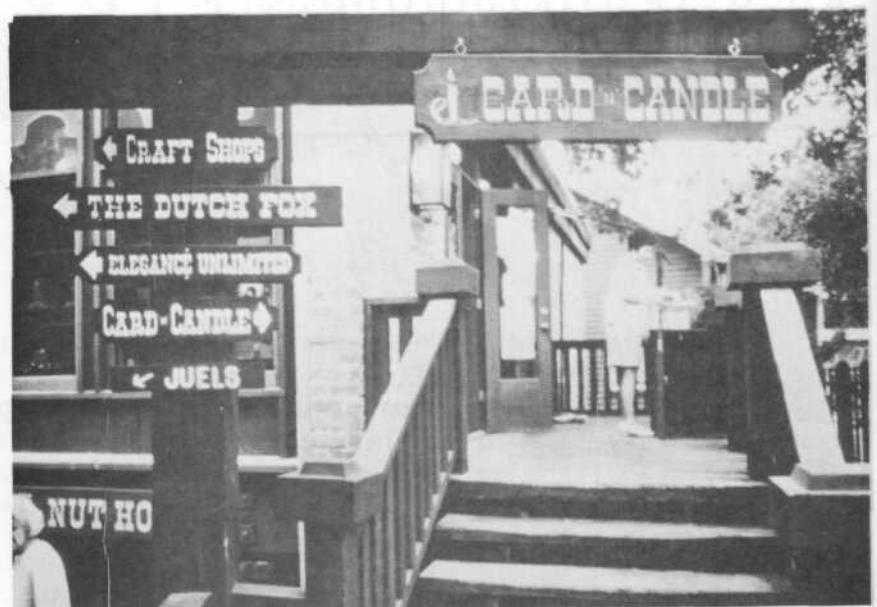
SIGN LETTERING STYLES - OLD SAN DIEGO



Projecting Sign



Freestanding Sign  
Rancho Santa Fe, California



Signs  
Los Gatos, California

k.) **Materials.** The effort of **design** in the district is to keep a moderate and attractive and compatible styling so as not to cause erratic or disturbing distractions from the **architectural** character of Old San Diego. Materials and details of appearance **shall** be in accord with those **characteristic** of the pre-1871 period. The choice of materials are left to the discretion of the **applicant**, subject to the approval of the Planned District Review Board; however, the following materials are acceptable and **desirable**:

1. Sign face, supports and standards made of resawn or rough sawn wood and/or wrought **iron** with painted backgrounds and lettering.
2. Sign face, supports and standards made of smooth wood trimmed with Georgian Colonial mouldings with painted backgrounds and lettering.
3. Sign painted directly on the face of the building.
4. Use of wood cutouts or wrought **iron silhouettes** further identifying the business on any of the **above**.

The following materials and **details** are not acceptable:

1. Contemporary **finish** materials such as plastics, porcelain enamel, aluminum and stainless **steel**.
2. Sheet metal.
3. Imitation wood or imitation marble.
4. Bright **gloss** enamel, fluorescent paint or **reflecting** surfaces.
5. Exposed metal supports in extruded, **rolled** or tubular sections.

1.) Public signs shall be limited to those absolutely necessary for:

- a. **good traffic flow**
- b. **safety**
- c. **information transmittal**

and shall be executed and placed in a manner compatible with the **architectural** character of Old San Diego.

m.) Area of **Sign Defined.** The area of a **sign** shall be the area of the **smallest parallelogram** that can be drawn around the sign.

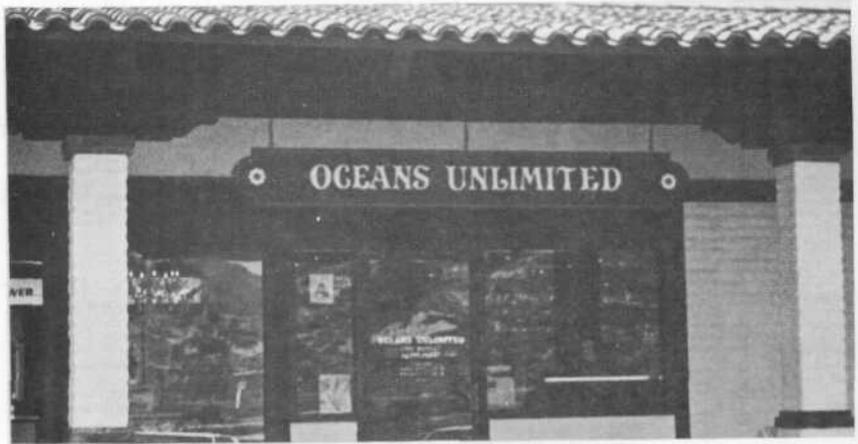
Rancho Santa Fe



Rancho California



Solana Beach



Rancho Bernardo



Identification Signs

- n.) Temporary **Signs** and Posters made of cardboard or **similar** temporary material advertising coming events of importance to the community will be permitted in Areas **A, B,** and C of the Old San Diego Planned District. It is encouraged that the appearance of such signs conform to that defined in these regulations. If the **size** does not exceed four **(4)** square **feet**, submission to the Planned District Review Board will not be required. Temporary Signs and Posters should not be placed more than three weeks prior to the event and shall be removed no later than one week after the advertised event.
- o.) Exception clause: A sign not conforming fully to these regulations may be approved by the Planned District Review Board providing that there is reasonable justification for the exception and that the sign particularly contributes to the distinctive character of the Old San Diego Planned District.

### 3. Identification Signs

- a.) Signs are permitted on the faces of each business **establishment** provided that no such sign shall project above the nearest parapet or eave of the building and signs parallel to the face of a building shall not project more than twelve (12) inches from the building to which the **signs** are attached.
- b.) Signs (one permitted) on the front or primary face of a business **establishment shall** not exceed one square foot for each linear foot of frontage or (16) sixteen square feet, whichever is smaller, provided that the sign of any one premises need not be less than ten (10) square feet in area.
- c.) Signs on the side or rear wall of an **establishment** shall not exceed twelve and one-half ( $12\frac{1}{2}$ ) square feet or one-half ( $\frac{1}{2}$ ) square foot for each **linear** foot of street or dedicated walkway frontage along **those walls.**
- d.) One (1) perpendicular ( $30^\circ$  or greater) projecting **hanging sign** not to exceed **six (6) square feet will** be permitted on the front or primary face of each **establishment** provided however that the sign face is designed as a graphic **representation** of the goods or services provided at the particular **establishment**, e.g. a boot to **advertise** a shoe repair shop.
- e.) No free standing or roof top **identification** signs shall be permitted with the following exceptions: **Establishments** located within arcade, court, office building Or similar structure not on the public

right-of-way may **collectively** place a single free standing sign at the entrance to said court or arcade to identify the **establishments** within. Maximum height of such signs shall not **exceed four (4)** feet above average adjacent grade and **maximum size** for **identification** of each individual **establishment shall** not exceed 1.5 square feet.

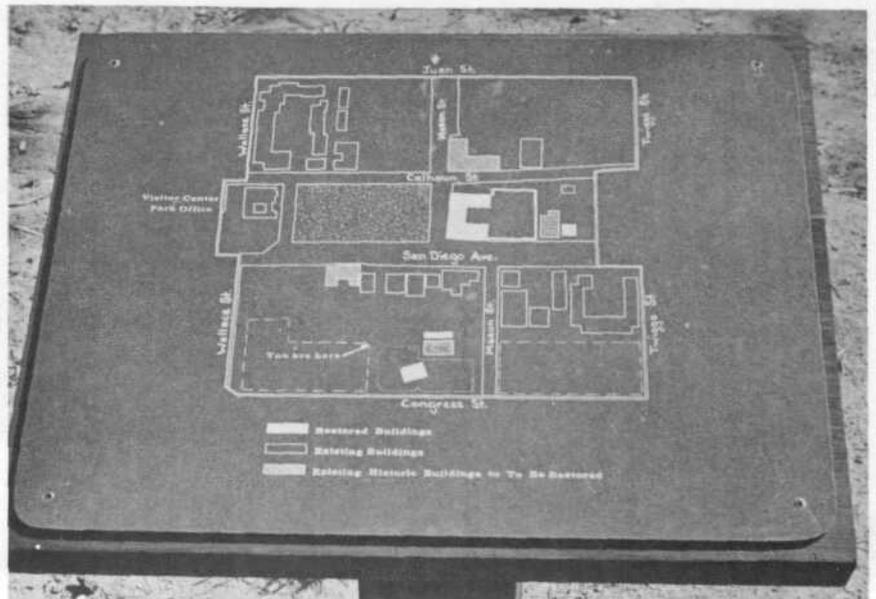
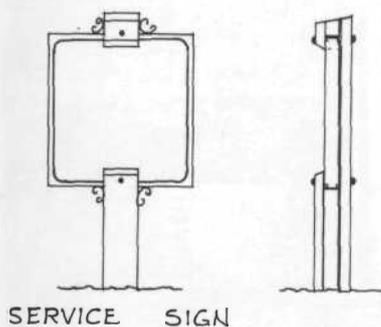
- f.) All signs which are determined by the Building Inspector to be unsafe, corroded, dilapidated, or in some other similar condition shall be removed or repaired. **All** abandoned signs **shall** be removed.
- g.) Animated signs, including, but not limited to, those signs which rotate, move, flash, reflect, blink or effect changes in hue or intensity of illumination are **prohibited**.

Flags, pennants, banners and streamers are permitted as defined below provided, however, that they are not utilized for purposes of **identification**, except where they identify events of importance to the **community**.

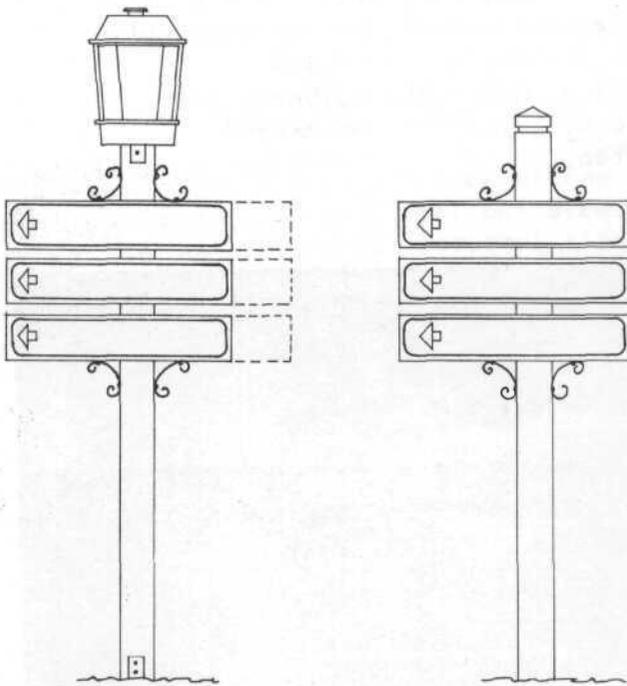
- a. Officially adopted and **recognized national**, state and local flags, flags of **international organizations**, official military flags and historically significant flags.
- b. Flags of groups, **organizations**, societies and **corporations** provided there are not more than two (2) per premises.
- c. Personal flags provided there is not more than one (1) per premises.
- h.) Signs that identify goods or services not available on the premises upon which the sign is placed **shall** not be permitted.
- i.) Signs placed within a building against an exterior window intended to be viewed from the outside of **the building shall** not be **allowed**.
- j.) Standard copyrighted **signs** offering **information** on incidental services or **recommendations**, e.g. AAA, **BankAmericard**, Carte Blanche, etc. shall not be visible from the **public right of way**.

#### 4. Directional Signs

- a.) Directional signs are permitted on the faces of buildings or structures provided that such signs shall not be placed higher than eight (8) feet above the immediately adjacent ground level or above the eave line whichever is the lesser.
- b.) Directional signs are permitted to locate on a separate freestanding ground structure provided that the structure and/or sign affixed to same does not exceed six (6) feet in height.
- c.) Maximum size shall be that which is necessary to convey the necessary information, not to exceed a maximum of four (4) square feet.
- d.) Total number of signs to be used for this purpose shall not exceed four (4) per establishment.
- e.) Residence and establishment name signs, occupants' name plates and address numbers are those signs which, by their nature and wording, of lettering identify and locate either the house, establishment, or its occupant, or both. Such signs may include pictorial and decorative designs as well as words and numbers, and may be in any shape or form, but shall not exceed one (1) square foot in area.



Location Markers  
Old Town San Diego State Park

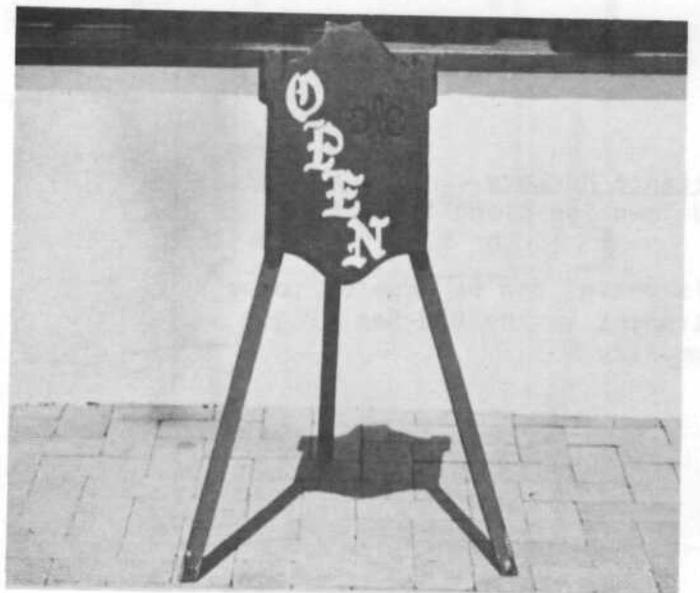


Directional Signs  
Old Town San Diego State Park

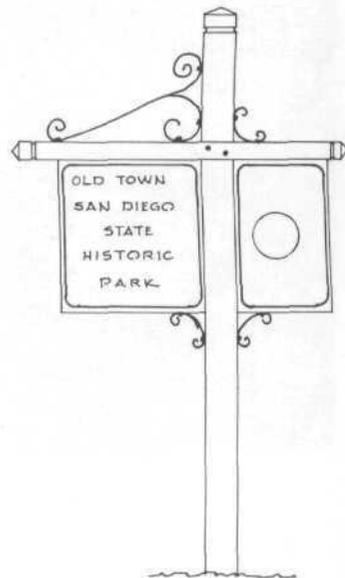
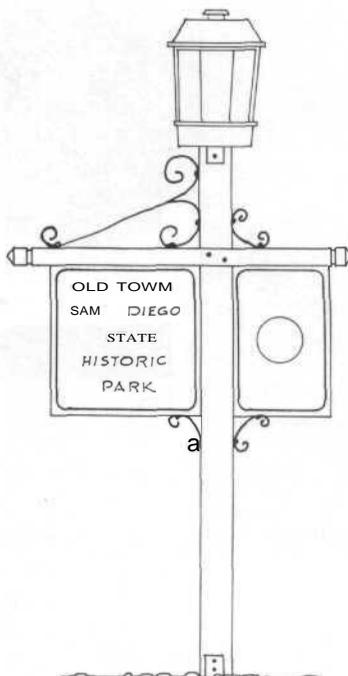
Street Sign  
Rancho California

These can be adapted for use as street signs in the Old San Diego Community

Entrance Marker  
Plaza de las Cuatro Banderas  
Solana Beach, California



Private Directional Signs  
Rancho Santa Fe, California



ADAPT SIGN TO EXISTING POST

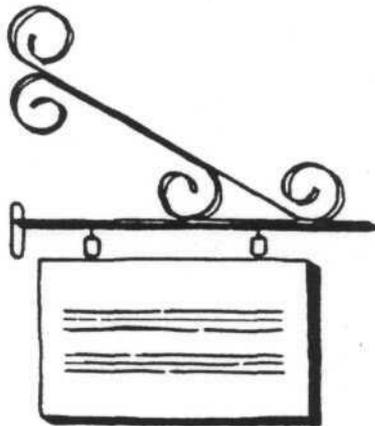
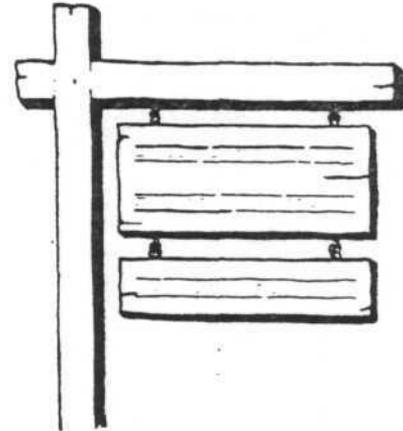
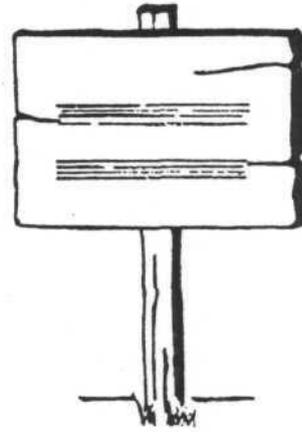
Entrance Markers

Old Town San Diego State Park

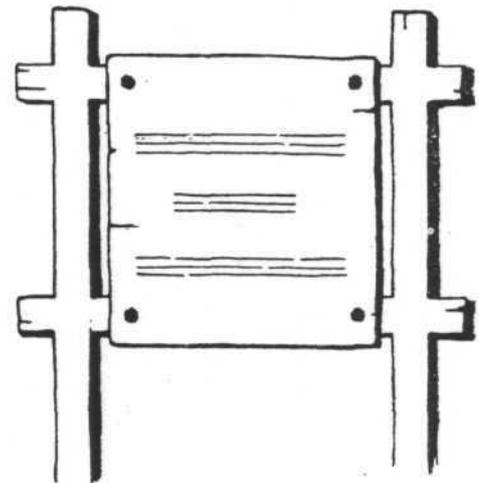
This design can be adapted to mark entrances to the Old San Diego Community



wall plaque



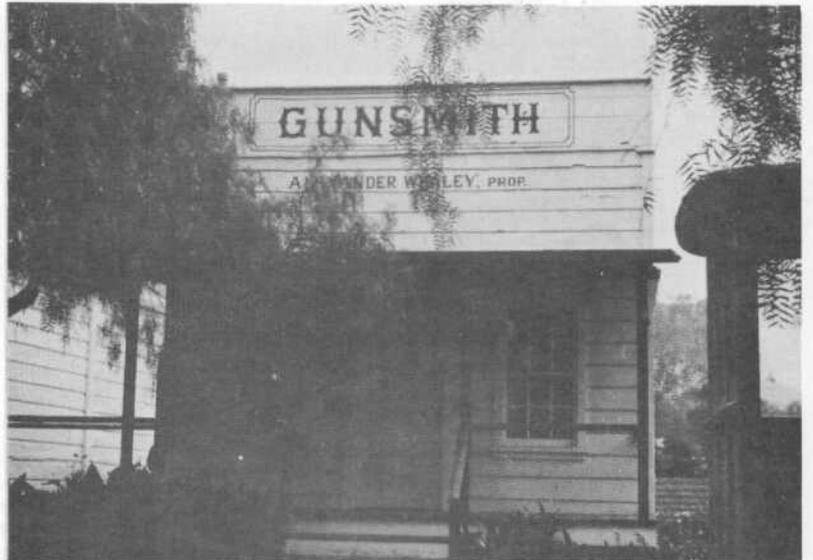
projecting sign



ground signs

5. Historical Signs

For businesses of the type existing prior to 1871, the maximum size of sign shall not exceed the size which was in use, for this type of business, in California and the Southwest United States prior to 1871. All requests for signs in excess of sixteen (16) square feet shall be accompanied by documentary evidence that signs of such size and advertising such a business were in use in the area prior to 1871. Signs must conform in size, shape, design, material, coloring, lighting and location to the pre-1871 period. Documentary evidence must be approved by the City of San Diego Historical Site Board.



Whaley Gunsmith Shop  
Old San Diego



Temecula, California

Cosmopolitan Hotel  
Old San Diego



Wells Fargo Company  
Columbia, California



Temecula, California



ROSE ROBINSON BUILDING

Proposed Building Restorations for the OLD TOWN SAN DIEGO STATE HISTORIC PARK  
by the Resources Agency of California, Department of Parks and Recreation.