

RESOLUTION No. 222238

Adopted on NOV 14 1978

BE IT RESOLVED, by the Council of The City of San Diego as follows:

That the amendment of the OLD SAN DIEGO ARCHITECTURAL AND SITE DEVELOPMENT STANDARDS AND CRITERIA relating to off-premises signs, as shown in Exhibit A, attached hereto and made a part hereof, be, and it is hereby adopted.

APPROVED: JOHN W. WITT, City Attorney

BY Frederick Conrad  
Frederick C. Conrad  
Chief Deputy City Attorney

FCC:clh  
8/10/78  
Or.Dept.:Planning  
920.2

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### 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 the 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 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 (12-1/2) square feet or one-half (1/2) square foot for each linear foot of street or dedicated walkway frontage along those walls.
- d. One (1) perpendicular (30 degrees 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.

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EXHIBIT A

- 1) Officially adopted and recognized national, state and local flags, flags of international organizations, official military flags and historically significant flags.
  - 2) Flags of groups, organizations, societies and corporations provided there are not more than two (2) per premises.
  - 3) 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 except as provided in paragraph 5. entitled "Off-Premises Signs".
- 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, or 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.

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5. Off-Premises Signs

- a. The only off-premises signs which are permitted are those which are painted directly on a solid wood fence which is at least twenty-five (25) feet in length along one street and does not exceed six (6) feet in height.
- b. One off-premises sign, not to exceed 32 square feet in area, nor five (5) feet in height or ten (10) feet in length, will be permitted on each premise.
- c. Off-premises signs may be located in Areas A, B and C; however, no off-premises sign may be located on any residential premises, regardless of the zone.
- d. Pictorial representations on off-premises signs will be permitted if representative of the pre-1870 period in Old San Diego.
- e. No more than four off-premises signs that advertise the same business or product may be located within the District.
- f. No off-premises sign that advertises a business may be located closer than 400 feet along a street from that business.
- g. Each off-premises sign shall be limited to a maximum of ten (10) words.
- h. Off-premises signs may only advertise ongoing businesses or goods and services available for purchase in the District.

5.6. 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.

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Passed and adopted by the Council of The City of San Diego on NOV 14 1978,  
 by the following vote:

Councilmen	Yeas	Nays	Excused	Absent
Bill Mitchell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maureen F. O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Lowery	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fred Schnaubelt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Gade	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Larry Stirling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<del>Jesse D. Hove</del> Lucy Killea	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Pete Wilson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

AUTHENTICATED BY:

PETE WILSON  
 Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR  
 City Clerk of The City of San Diego, California.

By E. J. Cook, Deputy.

(Seal)

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Office of the City Clerk, San Diego, California

Resolution Number 222238 Adopted NOV 14 1978

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