

Article 16: Old Town San Diego Planned District

APPENDIX E: Sign Design Features

(“Appendix E: Sign Design Features” added 11-20-2018 by O-21015 N.S.; effective 12-20-2018.)

Sign Shapes – Most Common Shapes



- Horizontal



- Horizontal with ornate left and right edge designs



- Vertical



- Vertical with ornate top edge design

Sign Shapes – Other Common Shapes



- Curved or arch



- Shield



- Oval



- Representative (Arrow)

Sign Materials – Sign Body



•Painted Wood



•Painted wood with



•Painted directly on



•Canvas or sailcloth

Sign Materials – Sign Supports



•Direct attachment to a building or canopy structure



•Attached to building or canopy with metal straps



•Suspension from wrought iron



•Mounted on wood sign post(s)



•Suspension from wood sign post



•Mounted on masonry column stucco finish



•Mounted on cast iron or cast metal post



•Sidewalk Directional Signs mounted on cast metal (left) and wooden (right) frames



Sign Background, Letter, and Details Examples



- Sign content, primarily primarily lettering, covers the majority of sign area



- Periods used for emphasis



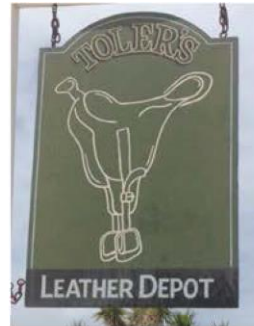
- Painted letter blocking used along one line of the sign's text to give the appearance of three dimensionality and is oriented in one direction



- Painted letter shadow used to simulate shadow that would be cast by text



- Color lettering is separated from colored background by painted



- Common pre-1872 symbol is used to fill space



- Interior pin-stripping designs used

Lighting and Sign Illumination



•French Quarter Lantern



•Millhouse lamp



•Gooseneck lamp