

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 decorative border



- Painted directly on material



- 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 colum 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-striping designs used

Lighting and Sign Illumination



•French Quarter Lantern



•Millhouse lamp



•Gooseneck lamp