Downtown San Diego
Proposed District Sign Plan

Section 1
San Diego Arts and Entertainment District: Building a Neighborhood

Introduction:
In 2012, the City of San Diego adopted the A/E Zone District for an area of Downtown San Diego identified as the Arts and Entertainment District (the A/E District). The A/E District zoning provides for the subsequent adoption of an A/E District Sign Plan (the District Sign Plan).

The zoning amendment (reproduced in Section 5 of the Plan) provided that, notwithstanding more restrictive provisions of Article 2.2 of the Zoning Code, signs, the A/E District may have signs in accordance with a single approved District Sign Plan.

The District Sign Plan allows a greater variety of graphics and signage, including appropriate outdoor general commercial advertising that will promote San Diego arts and culture through the encouragement of innovative, urban signs and street graphics within the A/E District. The intent of this graphics and signage program is to enhance the character and identity of the A/E District by encouraging exciting, iconographic, aesthetically pleasing and inventively illuminated graphics and signage. This flexibility is only offered in exchange for a higher level of design quality. It is not a matter of right until such time as a District Sign Plan is

adopted and all proposed signage and graphics are approved in accordance with the adopted standards of the District Sign Plan.

District Sign Plan Purpose:

The purpose of this District Sign Plan is to supplement the City-wide signage regulations within the A/E District that otherwise by right regulate signage within downtown, in order to:

1. Facilitate the creation and recognition of a unique downtown arts and entertainment district and build on the character of San Diego’s cultural attractions.

2. Provide flexibility in the size, type and location of signs in exchange for a higher standard of design and public context for signs within the District Sign Plan;

3. Mitigate possible adverse impacts of large format sign installations on surrounding locations and structures.

District Sign Plan Background:

The A/E District Sign Plan is contemplated and authorized by an amendment to the San Diego (Zoning Ordinance).

The plan contains descriptions of signs that (i) contribute visually to the creation of a “arts and entertainment” context for the downtown location outlined in the plan; (ii) provide direct economic support for the nonprofit San Diego Arts and Entertainment District Inc. (SDADE); and (iii) help fund cultural initiatives created and promoted by SDAED within the District.

The visual purpose of the “arts and entertainment” concept is to create an identity for the A/E District as a unique urban location and to improve the connection and encourage movement between the A/E District and the great public spaces of the Gaslamp Quarter, Convention Center and other well established downtown locations.

The economic purpose of the District Sign Plan is to capture a portion of the gross revenue generated from the A/E District signs to fund A/E District programs and events. Further, the unique identity of the A/E District will encourage increased public use and private investment in the District.

On a related note, the A/E District recognizes the importance of promoting sustainable development and ecologically friendly practices throughout the community. Action items for SDAED will include the promotion of utilization of renewable energies and implementing green building policies. In addition, the A/E District will initiate conversations with San Diego Gas and Electric Company (SDG&E) regarding the purchase of alternative energy credits to reduce the A/E District carbon footprint and as well as to promote SDG&E’s alternative energy programs.

Signage Types:

The A/E District will be comprised of Commercial Signage and Arts Signage. Two of the primary guiding principles of the A/E District are: (i) a mixture of commercial and arts signage is visually appealing and serves the public interest; and (ii) the commercial signage must adhere to a higher standard of quality content than the typical commercial signage. Guiding factors are described below.

1. Non Standard - Signage and Kiosks

Typical billboard advertising has become standardized to allow interchangeability both by size (300 sf, 672 sf or 1200 sf) and format. Billboards are horizontal, typically 720 wide by 1200 high in height for each three feet of length.

As a guiding principle, commercial signage in the A/E District must be non-standard in size and dimensions. They are customized for specific advertisements and are not intended to be interchangeable. Both the commercial and artistic sign take their orientation from the façades of the structure they are attached to, convey the individual creative design of the graphic and copy and complete the assemblage of the other signs they are displayed with. The signage may often be square or vertical, portraits, rather than the landscape orientation of standard outdoor signs.

The street-level kiosk signage in the A/E District will also be non-standard. Each street-level kiosk will have a component that will be highly appealing to the pedestrian and will encourage assembly and excitement. Each street-level kiosk will include an arts component or an interactive component. In the case of art work, the public will have the opportunity to view local art at street level. In the case of an interactive kiosk, the public will have the ability to review nearby restaurants, art galleries and event performances. In addition, kiosks equipped with light and art projection will encourage visitor interaction with the way-finding and informational functions of the kiosks.

2. Concentrated, Assembled and Mixed

The typical urban signage strategy includes forced separation between signs either directly, by specific spacing standards, or indirectly, by careful regulation of permitted signs. In the A/E District, signs are purposely and aggressively assembled, concentrated and focused at intersections and pedestrian gathering points, and contain a mixture of commercial and artistic signage.

Without this focus and resulting critical mass of commercial and artistic signage at intersections and along pedestrian gathering points in the A/E District, creative energy will be dissipated and the desired excitement of the district will not be achieved.

3. Oriented to the Street

While individual signs and assemblages of signs in the A/E District can become quite tall, their basic orientation must be to the street. With a few careful exceptions, each sign or assemblage of signs must be oriented from the bottom up, rather than the top down. This focus will be supplemented by street-level interactive kiosks that mix a commercial application with either an artistic focus or an interactive platform to serve the public.

Strategies for District Success:

Four strategies are proposed to assure the A/E District’s objectives are achieved:

1. Strategy One: Recognize and use the unique downtown street locations and characteristics in implementing the District Sign Plan.

The A/E District has three very different physical contexts. They are (i) the core block along Broadway, (ii) Entertainment based core on Ash Street, and (iii) the activation requirements of C Street.

The Broadway core has strong pedestrian and vehicular traffic, as well as viable activity zones including Horton Plaza Park, Speckels Theatre and Symphony Hall. These gathering points lend themselves to strong signage assemblages and LED sites that can be programmed for art and entertainment activities on a consistent basis.

The Ash street corridor, while focused primarily on auto, can be a very impactful zone for large scale art and district marketing purposes. A focused usage plan on some of the larger canvasses on Ash Street could provide significant emphasis on local art and cultural activities. Further, the Ash Street corridor can provide strong visual support to the activation efforts in the C Street area outlined below.

C Street presents unique challenges and unique opportunities. With trolley and pedestrian traffic the street level kiosks and smaller activity efforts can focus on enlivening C Street with art shows and interesting visual efforts.

These unique conditions and the complexity of relationships within and between the individual blocks highlight the need for strong coordination by the A/E District and its stakeholders. The overall focus is translating critical mass at intersections and providing interesting activity, especially along Broadway and C Street must be anticipated and provide during implementation of the District Sign Plan.

2. Strategy Two: Assign responsibility for implementation of the District Sign Plan to SDAED (a 501(c)(3) with a downtown stakeholder board).

The SDAED will be responsible for the first determination of whether or not (i) the proposed sign is contributing commercially or artistically to the A/E District; (ii) it is in a location and on a site that will concentrate signs in a manner that furthers the quality and character of the District; (iii) is oriented to the street; and (iv) in balance with the vitality and viability of the opportunity provided by the District Sign Plan.

3. Strategy Three: Recognize and encourage the contribution that tenant signage can make to the image of the A/E District.

The District Sign Plan does not presently provide for custom regulations for tenant signage in the A/E District. Signs for a business within the A/E District are regulated by the same standards applied throughout downtown San
Diego. Working with these tenants through the SDAED, can significantly contribute to and reinforce the exciting arts and entertainment image that is the objective of the signage amendment.

Content Type:

The following are descriptions of the forms of signage in the A/E District.

1. Public Art: Commissioned or reproduced site-specific artwork with no commercial message. Such signage may reference the local artist and commissioning institution as well as the SDAED.

Local artists will be encouraged to submit work to the SDAED for evaluation, and partnerships will be created with art and cultural institutions throughout San Diego for works and recommendations.

Example: Target spots, seconds:00-:28
http://www.youtube.com/watch?v=83XUz0Vkt7o
http://www.youtube.com/watch?v=aBmNAq_kZWE

2. Public Service: This content type may feature area events, non-profits, or arts organizations; relevant information such as area history; guides to local attractions; and public information such as weather, time, temperature and surf conditions.

A focus will be mixing functional facts (time and temperature) with fun facts or trivia about San Diego and its residents.

Together, 20% of the time will be allocated to categories 1 and 2.

Example: Lexus spots. In these spots, there are a few points throughout the :60 spot that feature the logo or a trademarked tagline (“the pursuit of perfection”), but the rest would be considered non-commercial, including the car driving.

http://www.youtube.com/watch?v=Mn-Tkz6xkMc
http://www.youtube.com/watch?v=mXmqpHgKpn4&feature=related

3. Sponsored Content, non-commercial in nature: This content could include abstract imagery, graphics or text that features a product, but no call to action, logo, trademarked tagline or slogan, or other readily recognizable mark associated with a particular brand.

Example: Target spots, seconds:00-:28
http://www.youtube.com/watch?v=83XUz0Vkt7o
http://www.youtube.com/watch?v=aBmNAq_kZWE

(:28 of the :30 would fall into 3(B.)

Example: Lexus spots. In these spots, there are a few points throughout the :60 spot that feature the logo or a trademarked tagline (“the pursuit of perfection”), but the rest would be considered non-commercial, including the car driving.

http://www.youtube.com/watch?v=Mn-Tkz6xkMc
http://www.youtube.com/watch?v=mXmqpHgKpn4&feature=related

4. Sponsored Content, commercial in nature: This would include all other forms of sponsored content. Includes large logos, calls to action, tag-lines.

Example: Electronic signs with third party sponsorship logo or information should be limited to thirty (30%) percent of the area of the sign or five (5) minutes within any thirty (30) minute cycle of animation.
Section 2.
Process to Establish a District Sign Plan

Plan Submittal

The San Diego Arts and Entertainment District Inc. (SDAED) will submit the following items to the San Diego Community Planning and Development to establish a District Sign Plan for the San Diego A/E District:

1. Site Plan: A site plan improvement survey of the A/E District drawn to scale showing existing and proposed buildings within the district, parking areas, landscaped areas, streets, alleys and residential uses within the district boundaries;

2. Property Identification: clearly identify all buildings which are and are not eligible for signage under the District Sign Plan;

3. Design Review Process: The District Sign Plan will address design review, in detail, for signage subject to the plan (See Section 3 below);

4. Map: A photographic map of the A/E District including:
   (a) all landmark buildings, landmark districts and designated parkways;
   (b) scaled drawings or other images showing the elevation of existing and proposed buildings within the district;
   (c) design descriptions of all allowable sign types, including sign shape, size, typography, lighting, exposed structure, colors, and materials, and any information on the frequency of changeable graphics;
   (d) all information on allowable sign locations including: wall elevations or other images drawn to scale showing locations of wall, window, arcade, and projecting signs, and site plans drawn to scale showing locations and heights of ground signs;
   (e) Calculations of total sign area per building face; and
   (f) Other items identified by SD Planning Commission as necessary to establish the District Sign Plan consistent with the stated purposes of this section.

5. SD Planning Commission Approval: SD Planning Commission will review information received in the sign applicant’s submittal and forward a decision within twenty-one (21) days from submittal of a complete application for a District Sign Plan.

Public Notice

The SD Planning Commission shall send notice of the proposed plan to neighborhood organizations which are registered pursuant to the provisions of section _______ of the SD Revised Municipal Code) and whose boundaries are within two hundred (200) feet of the boundary of the A/E District. Notices to Registered Neighborhood Organizations and city council members shall be sent at least thirty (30) days prior to the hearing.

Adoption or amendment of a District Sign Plan

Approval of SDAED shall be required for all amendments or modifications to the A/E Sign Plan.

The SD Planning Board shall review the SD Planning Commission recommendation, public comment and the criteria for review, and shall make final decision to approve, approve with conditions, or deny the submittal for a District Sign Plan.

SD Planning Commission Criteria for Review

The criteria for reviewing the District Sign Plan are as follows:

1. Signs shall be oriented and illuminated so that they do not adversely affect existing nearby residential uses or structures. Examples of adverse effects may include but are not limited to glare from intense illumination, and large signs or support structures that visually dominate an area to the detriment of existing or proposed land uses.

2. Heights, scales and locations of all sign types for building within the district will be evaluated taking consideration of possible impacts on adjacent buildings and uses.

3. Freestanding outdoor general advertising devices may be limited in close proximity to landmark structures, landmark districts and designated parkways.

4. All signages, with the exception of free-standing kiosks, subject to the District Sign Plan, shall be located above first floor commercial storefronts.

5. All features of the sign, including the illumination, support structure, color, lettering, height, and location, shall be designed to be complimentary to the architecture and architectural features of the building on which it is located, as applicable

6. Sign design should reflect the existing or desired character of the area. The intent of this subsection is to encourage exciting, iconographic, and inventively illuminated signage to enhance the A/E District.

7. Signs shall be designed and fabricated from quality, durable materials.

8. Projecting signs must clear sidewalks by at least eight (8) feet in height and may project no more than seven (7) feet out from a building.

9. Signs for accessory uses, which are prohibited by other provisions of _______ SD Code), are allowed as a part of an approved District Sign Plan.

10. A maximum of one (1) District Sign Plan may be adopted for the A/E District.

Off-Premise Advertising

Any party erecting off-premises signage in the District must pay 15% of gross revenue generated from such signage to the SDAED in order to support the public purpose of the A/E District providing public performances and public art as well as capital improvements for the district and marketing of the district, all to support the greater public good.
Section 3.
Process for Sign Review and Approval

Introduction

The District Sign Plan will be implemented by both: (a) approval for the specific locations and design of commercial and artistic signs as allowed by the District Sign Plan; and (b) approval of the aesthetic and graphic qualities for all signage as allowed by the District Sign Plan.

Review of Signage Structural and Engineering Qualities

Electronic submittal requirements for review of all signage structural and engineering proposals shall include:

1. Plans/Photos: Plans, building elevations and site photo simulations as required to depict the placement of commercial signs relative to the building, structure or at grade location on which they are to be placed as well as the immediately adjoining context.

2. SD [Planning Commission] Requirements: The application may also contain such special requirements as approved by SD [Planning Commission].

3. Narrative Submission: A written narrative must be submitted regarding the proposal’s consistency with the intent of the District Sign Plan.

Review of graphic and aesthetic signage qualities

Electronic submittal requirements for review of all signage graphic/content proposals shall include:

1. Graphics: Submitted graphic representations shall contain a visual depiction of the lettering, illumination, color, area and height of all signage. Submitted graphics must also clearly indicate the areas and building where they may be placed and located.

2. Elevation Detail: Applicant’s submittal must also include photographic or rendered elevations of the complete building frontage or other location (showing the context of each submitted sign), photographic or rendered perspective(s) with the individual sign(s) superimposed and a full color, scaled drawing of the sign(s).

3. Narrative Submission: A written narrative regarding the signage proposal’s consistency with the intent of the District Sign Plan.
Section 4:
Approval of the Site, Location, Shape, Illumination and Design of Signage Structures and Additional Locations

Section Two of this Plan details the process to establish a District Sign Plan. This Section 4 of the District Sign Plan outlines the review process for signage within the A/E District.

REVIEW BY THE SAN DIEGO ARTS AND ENTERTAINMENT DISTRICT, INC. (SDAED)

Introduction

The San Diego Arts and Entertainment District, Inc. (SDAED) will review all signage structural and content proposals and make a recommendation of (i) approval, (ii) approval with conditions or (iii) denial, to the SD Planning Commission.

The SDAED’s recommendation will assure the proposed signage will implement the visual and economic objectives of the District Sign Plan. As part of the SDAED’s finding that the site and location of the proposed sign will implement the visual objectives of the District Sign Plan, it shall consider generally if the character of signs described in Section One of this Plan, provide for non-standard, concentrated and assembled signs in the A/E District, is oriented to the street, would implement the overall intent of creating a vibrant arts and entertainment focus for the A/E District.

The SDAED shall also review the proposed commercial sign by these more specific standards:

1. Location: Whether the proposed site and location of the sign is identified as an allowed location in the illustrations of the District Sign Plan or is identified as a site where no signs should be allowed.

2. Scale/Orientation/Size: The relationship of the scale, size and placement of the sign to the building or premises upon which it is to be displayed.

3. Residential Compatibility: The compatibility of the type and hours of illumination, if any, with residential uses in the area.

4. Aesthetics: The aesthetic and architectural compatibility of the proposed sign to the building upon which the sign is suspended and the surrounding residential uses.

5. Materials Review: Whether the proposed signs are of high quality, durable materials appropriate to the intended duration of the installation.

6. Creativity: The quality, creativity and positive impact of proposed signage and graphics including lighting, shape, proportions and 3-dimensional, iconographic representations. Standard outdoor advertising (billboard) proportions of 14’x48’ or 12’x25’ will be rejected, unless used as one component of a multiple sign array of varying proportions.

7. Signage Aggregation: The desired cumulative impacts of multiple signage and graphic arrays in fostering the overall character and quality of the A/E District by concentrating and clustering arrays along building facades, block faces, corridors and intersections as it relates to the District Sign Plan.

As part of the SDAED’s determination of whether the proposed signage will implement the economic objectives of the Sign Plan it shall consider if the vendor of the proposed signage has entered into a written agreement with the SDAED providing for sharing revenue from the signage on substantially the same terms as other vendors in the District (15% gross revenue share) to provide direct economic support for the SDAED.

After the SDAED has made a recommendation for (i) approval, (ii) approval with conditions or (iii) denial, the proposed signage will be referred to the SD Planning Commission/Zoning Administrator for review.

Additional Locations within the District

Additional locations for signage within the District shall be allowed only upon the recommendation of the SDAED and the approval of the SD Planning Commission/Zoning Administrator. All such additional locations are subject to all the review criteria outlined in Sections 3 and 4.
Section 5: Citizen Feedback and Appeals process

The District Sign Plan shall include provisions for (i) citizen appeal related to additional locations; and (ii) citizen feedback and complaints.

Notwithstanding the approval of a new sign location pursuant to the provisions of Section 4 above, any San Diego citizen shall have the right to appeal such additional location [insert process]. Additionally, the SDAED shall establish a toll free number and web site for citizen feedback and complaints related to any signage within the District.
Section 6: Code Section ______: Approval of the Site, Location, Shape, Illumination and Design of Signage Structures

San Diego Arts and Entertainment District Ordinance, [Sec. _______]

Sec. _______, A/E District Sign Plan.

(a) Signs subject to a district sign plan: Notwithstanding more restrictive provisions of [Code Section ], the A/E District may have signs in accordance with a single approved district sign plan.

(b) General purpose:

(1) Facilitate the creation and recognition of a unique downtown arts and entertainment district and build on the art and cultural assets of San Diego.

(2) Provide flexibility in the size, type and location of signs in the A/E District in exchange for a higher standard of design quality for signs within the district.

(3) Mitigate possible adverse impacts of large format sign installations on surrounding uses.

(c) Description of qualifying uses: These provisions shall apply to the A/E district and signs may be erected, altered and maintained for a use by right in the district and may be used for outdoor general advertising devices, including, but not limited to, City of San Diego services and events.

(d) Permitted sign types: Wall, window, ground, arcade, and projecting.

(e) Permitted maximum number: There is no maximum number of signs within the district sign plan.

(f) Permitted maximum sign area: No maximum sign area within the district sign plan.

(g) Permitted maximum height above grade:

(1) Wall, window, projecting and arcade signs may extend above the roofline of the building to which the sign is attached and must be in conformance with the approved district sign plan.

(2) Ground signs: Maximum of (fifty) (50) feet.

(h) Permitted location: No setback for signage is required from any boundary line of the zone lot. Signs attached to walls that are adjacent to a street right-of-way line may project into the right-of-way in accordance with section .

(i) Permitted illumination: May be illuminated; and may arise, blink or alternate.

(j) Animation: Signs may be animated.

(k) Permitted sign content: As a matter of public necessity, the city must protect children and non-consenting adults in an on its public streets, sidewalks, transportation facilities and other public rights-of-way from viewing public displays of offensive sexual material.

When such displays are thrust indiscriminately upon unwilling audiences of adults and children, such displays constitute assaults upon individual privacy. Therefore, signs subject to the district sign plan shall not be displayed or exhibited in a manner that exposes to public view from the street or sidewalk any of the following:

(1) Any material that exposes to public view any pictorial material that is obscene;

(2) Any statements or words describing explicit sexual acts, sexual organs, or excrement where such statements or words have as their purpose or effect sexual arousal or gratification;

(3) Any pictorial material depicting a person’s genitals, pubic hair, perineum, anus, or anal region; or

(4) Any pictorial material depicting explicit sexual acts.

(l) Process to establish a district sign plan:

(1) Plan submittal. The applicant will submit the following items to SD Planning Commission to establish a district sign plan for the A/E district:

a. A site plan or improvement survey of the district drawn to scale showing existing and proposed buildings, parking areas, landscaped areas, streets and alleys and residential uses adjacent to the A/E District boundary;

b. The district sign plan will include all properties within the A/E District and clearly identify all buildings which are and are not participating within the district sign plan.

c. The A/E District sign plan will address design review for signage subject to the plan.

d. A map of the A/E District clearly identifying all landmarks buildings, landmark districts and designated parks.

e. Scaled drawings or other images showing the elevations of existing and proposed buildings within the A/E District.

f. Design descriptions of all allowable sign types, including sign shape, size, typography, lighting exposed structure, colors and materials, and any information on the frequency of changeable graphics.

g. All information allowable signage locations shall be provided: wall elevations or other images drawn to scale showing locations of wall, window, arcade and projecting signs, and site plans drawn to scale showing locations and height of ground signs.

h. Calculations of total sign are per building face.

i. Other items identified by SD Planning Commission as necessary to establish the district sign plan consistent with the sated purposes of this section.

(2) Information review. Community planning and development will review information received in the applicant’s submittal and forward a recommendation to planning board within twenty-one (21) days form submittal of a complete application for a sign plan.

(3) Notice. The planning board shall send notice of the proposed plan to neighborhood organizations which are registered pursuant to the provisions of section of the Revised Municipal Code and whose boundaries are within two hundred (200) feet of the boundary of the A/E District. Notice to registered neighborhood organizations and council members shall be sent at least thirty (30) days prior to the hearing.

(4) Adoption or amendment of a district sign plan. The SD Planning Commission shall review the community planning and development recommendation, public comment, the criteria for review, and make a final decision to approve, approve with conditions or deny the submittal for a district sign plan:

(5) Criteria for review: The criteria for reviewing the district sign plan are as follows:

a. Signs shall be oriented or illuminate so that they do not adversely affect existing nearby residents uses or structures. Examples of adverse effects may include but are not limited to glare from intense illumination, and large signs or support structures that visually dominate an area to the detriment of existing or proposed land uses

b. Heights, scales and locations of all sign types for building within the district will be evaluated taking consideration of possible impacts on adjacent buildings and uses.

(3) Freestanding outdoor advertising devices may be limited in close proximity to landmark structures, landmark districts and designated parks.

(4) Internally illuminated, translucent face box signs are not allowed within the district sign plan.

(5) All features of the sign including the illumination, support structure, color, lettering, height and location, shall be designed to be complementary to the architecture and architectural features of the building on which it is located, as applicable.

(6) Site design should react the existing or desired character of the area. The intent of this subsection is to encourage exciting, iconicographic, and inventively illuminated signage to enhance the theater district.

(7) Signs shall be designed and fabricated from quality, durable materials.

(8) Projecting signs must clear sidewalks by at least eight (8) feet in height and may project no more than seven (7) feet out from a building. There is no limit as to the number of projecting signs within the district sign plan.

(9) Signs for accessory uses, which are prohibited by other provisions of article , are allowed as a part of an approved district sign plan.

(10) A maximum of one district sign plan may be adopted for the A/E District.

(i) Minor deviations to the district sign plan: Sign proposals shall conform to an approved district sign plan, provided however, that community planning and development may authorize minor deviations from the district sign plan for individual signs when such deviations appear necessary in light of technical or engineering considerations, and provided that the council members and registered neighborhood organizations whose boundaries are within two hundred (200) feet of the boundary of the A/E District are first notified. Minor deviations for individual signs shall not be permitted if any of the following circumstances result:

(1) Signs are oriented or illuminated so that they adversely affect existing nearby residential uses or structures.

(2) A change in allowable heights of signs greater than two (2) feet above the maximum height above grade or zero (0) feet below the minimum height above grade.

(3) A projection greater than six (6) inches of the maximum allowance.

(4) A change in sign type, illumination or animation allowed within the district sign plan.

(5) Other permitted signs. Signs described and regulated by subsection , signs giving parking or traffic directions, and inflatables and balloons and/or streamers/banners as described and regulated by subsection , need not be included.
in the district sign plan. However, other signs permitted by subsection ________, signs subject to a permit, must be included in the district sign plan.

(p) Rules and regulations: The planning board has the authority to adopt rules and regulations concerning the review of the District Sign Plan.

(q) Fee: The fee for review for the initial district sign plan is five hundred dollars ($500.00) per acre or five thousand dollars ($5,000.00), whichever is less. The fee for review for an amendment of the district sign plan is two hundred fifty dollars ($250.00) per acre or two thousand five hundred dollars ($2,500.00), whichever is less.
Downtown San Diego
Proposed District Sign Plan
NO SIGNS

Sign Mediums:

A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
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D  Hanging Sign
E  Painted Wall Sign
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1493 Union St. San Diego, CA
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
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Q Sign With 3D Extension
R Monument/Kiosk Sign

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Reiss Hotel - 1443 1st Avenue, San Diego, CA 92101-3098 (629) 234-1786

City Block 1

Front St. 1st Ave. Ash St.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
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N Marquee Sign
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P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 2

Beech St. 1st Ave. Ash St.

East
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
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City Block 2
West
Ash St.
2nd Ave.
Beech St.
NO SIGNS
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North
2nd Ave. 3rd Ave.
Ash St.

City Block 3
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

East
Beech St. Ash St.
3rd Ave.
City Block 4

21
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

North
3rd Ave. 4th Ave.
Ash St.

City Block 4
4th Ave. 22
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

West
Ash St.  4th Ave.  Beech St.

City Block 4
Sign Mediums:
A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

NO SIGNS
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North
4th Ave. 5th Ave.
Ash St.

City Block 5

25
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 5
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 6

East

Beech St.  4th Ave.  Ash St.

6

27
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign

City Block 6

North

5th Ave.  6th Ave.

Ash St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

West
Ash St.

6th Ave.

Beech St.

City Block 6

NO SIGNS
**NO SIGNS**

*Sign Mediums:*

- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North
6th Ave. 7th Ave.
Ash St.

City Block 7
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 7

Ash St.
7th Ave.
Beech St.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 8
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 8
7th Ave.  8th Ave.
Ash St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 8

8th Ave.

West

Ash St.

Beech St.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

East

Beech St.

8th Ave.

Ash St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North
8th Ave. 9th Ave.
Ash St.

City Block 9
37
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

East
Beech St.
9th Ave.

City Block 10
Ash St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

North
9th Ave.
Ash St.
10th Ave.
City Block 10

10
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

1350 Front St # 2023 San Diego, CA 92101 (619) 388-3504

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Sign Mediums:
- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

West
A St. 1st Ave. Ash St.

Downtown San Diego
Proposed District Sign Plan

City Block 11
NO SIGNS

Sign Mediums:
- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

Downtown San Diego
Proposed District Sign Plan

City Block 11
Front St. A St. 1st Ave.
North
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
2nd Ave.
Ash St.
1st Ave.
City Block 12
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North

1st Ave. 2nd Ave.

A St.

City Block 12
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
3rd Ave. 2nd Ave.
Ash St. 2nd Ave.
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 13

East

Ash St.

2nd Ave.

A St.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North

2nd Ave. A St. 3rd Ave.

City Block 13
50
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

West

A St.
3rd Ave.
Ash St.

City Block 13

51
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

East

Ash St.
3rd Ave.
A St.

City Block 14

14
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 14
3rd Ave. 4th Ave.
A St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign

West
A St.  4th Ave.  Ash St.

City Block 14

55
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
5th Ave. 4th Ave. Ash St.

City Block 15
56

5th Ave. 4th Ave. Ash St.
**Downtown San Diego**

**Proposed District Sign Plan**

**NO SIGNS**

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**Sign Mediums:**

- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

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**City Block 15**

East

Ash St.

A St.

4th Ave.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North
4th Ave. 5th Ave.
A St.

City Block 15

5th Ave.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

West
A St.
5th Ave.

City Block 15
Ash St. 59
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

1350 6th Ave San Diego, CA 92101

South
6th Ave. 5th Ave.
Ash St.

City Block 16
60
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
J Fiber Optic Display
K Kinetic Sign
L Sculptural Sign
M Neon Sign
N Translucent/Mesh
O Marquee Sign
P Projected Light
Q Tri-Vision Sign
R Sign With 3D Extension
S Monument/Kiosk Sign

North
5th Ave. 6th Ave.
A St.
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

1350 6th Ave San Diego, CA 92101

West
A St.
6th Ave.
Ash St.

City Block 16

16
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:

A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign

West

A St.

7th Ave.

Ash St.

City Block 17
# Downtown San Diego

## Proposed District Sign Plan

### Sign Mediums:

- **A** Facia-Mounted Sign
- **B** Full Color Printed Media
- **C** Blade Sign
- **D** Hanging Sign
- **E** Painted Wall Sign
- **F** Window Graphics
- **G** Pan Channel Lettering
- **H** Electronic Message Center
- **I** Fiber Optic Display
- **J** Kinetic Sign
- **K** Sculptural Sign
- **L** Neon Sign
- **M** Translucent/Mesh
- **N** Marquee Sign
- **O** Projected Light
- **P** Tri-Vision Sign
- **Q** Sign With 3D Extension
- **R** Monument/Kiosk Sign

---

**NO SIGNS**

---

**South**

- 8th Ave.
- Ash St.
- 7th Ave.

**City Block 18**
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 18

East

Ash St.

7th Ave.

A St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

West
A St.
8th Ave.

City Block 18
Ash St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

East
Ash St.
8th Ave.
A St.

City Block 19
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign

8th Ave. 9th Ave. A St. North

City Block 19
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South

10th Ave. 9th Ave.

Ash St.
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 21

South
1st Ave.  A St.  Front St.

79
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North

Front St.

B St.

1st Ave.

City Block 21
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 22

201 A Street San Diego, CA 92101-4003 (619) 704-1020
Downtown San Diego
Proposed District Sign Plan

1260 1st Ave. San Diego, CA

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 22
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
S Monarch/Window Panel

City Block 22
East
C St.
3rd Ave.
A St.

85
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 23

South
4th Ave. 3rd Ave. A St.
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

A St.  B St.
3rd Ave.  

City Block 23

87
Downtown San Diego
Proposed District Sign Plan

1200 4th Ave, San Diego, CA 92101

North

3rd Ave.

B St.

4th Ave.

City Block 23

23
Downtown San Diego
Proposed District Sign Plan

1200 4th Ave, San Diego, CA 92101

West
B St.
4th Ave.
A St.

City Block 23
Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 24

South

5th Ave.

A St.

4th Ave.

9th Ave.
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 24

West
B St.
5th Ave.
A St.
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 25

South
6th Ave.
A St.
5th Ave.
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

1255 E 5th Ave. San Diego, CA
NO SIGNS
NO SIGNS

Sign Mediums:

A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

City Block 25

West

B St.

6th Ave.

A St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South

City Block 26

7th Ave.  6th Ave.  A St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 26

A St.
6th Ave.
B St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 26

North
6th Ave. B St. 7th Ave.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 26

West

B St.
7th Ave.

A St.
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
8th Ave.
A St.
7th Ave.

City Block 27

27
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 27
A St.  B St.
7th Ave.

East
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North
7th Ave. 8th Ave.

B St.

City Block 27
104
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 27
105
NO SIGNS

Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 28

A St.
8th Ave.
B St.

28
NO SIGNS

Sign Mediums:
A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

Downtown San Diego
Proposed District Sign Plan

City Block 28

8th Ave.
B St.
9th Ave.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 28

West

B St. 9th Ave. A St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 29

South

10th Ave. A St. 9th Ave.
NO SIGNS

Sign Mediums:

A  Facia-Mounted Sign
  B  Full Color Printed Media
  C  Blade Sign
  D  Hanging Sign
  E  Painted Wall Sign
  F  Window Graphics
  G  Pan Channel Lettering
  H  Electronic Message Center
  I  Fiber Optic Display
  J  Kinetic Sign
  K  Sculptural Sign
  L  Neon Sign
  M  Translucent/Mesh
  N  Marquee Sign
  O  Projected Light
  P  Tri-Vision Sign
  Q  Sign With 3D Extension
  R  Monument/Kiosk Sign

City Block 29

East

A St.  9th Ave.  B St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 29

North

9th Ave. 10th Ave.

B St.
NO SIGNS

Sign Mediums:
- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

City Block 30

1st Ave.  B St.  Front St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

West

C St.

1st Ave.

B St.

City Block 30

114
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 30

North
1st Ave.
C St.
Front St.
Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

345 B Street San Diego, CA 92101-4203
## NO SIGNS

### Sign Mediums:

<table>
<thead>
<tr>
<th>Letter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Facia-Mounted Sign</td>
</tr>
<tr>
<td>B</td>
<td>Full Color Printed Media</td>
</tr>
<tr>
<td>C</td>
<td>Blade Sign</td>
</tr>
<tr>
<td>D</td>
<td>Hanging Sign</td>
</tr>
<tr>
<td>E</td>
<td>Painted Wall Sign</td>
</tr>
<tr>
<td>F</td>
<td>Window Graphics</td>
</tr>
<tr>
<td>G</td>
<td>Pan Channel Lettering</td>
</tr>
<tr>
<td>H</td>
<td>Electronic Message Center</td>
</tr>
<tr>
<td>I</td>
<td>Fiber Optic Display</td>
</tr>
<tr>
<td>J</td>
<td>Kinetic Sign</td>
</tr>
<tr>
<td>K</td>
<td>Sculptural Sign</td>
</tr>
<tr>
<td>L</td>
<td>Neon Sign</td>
</tr>
<tr>
<td>M</td>
<td>Translucent/Mesh</td>
</tr>
<tr>
<td>N</td>
<td>Marquee Sign</td>
</tr>
<tr>
<td>O</td>
<td>Projected Light</td>
</tr>
<tr>
<td>P</td>
<td>Tri-Vision Sign</td>
</tr>
<tr>
<td>Q</td>
<td>Sign With 3D Extension</td>
</tr>
<tr>
<td>R</td>
<td>Monument/Kiosk Sign</td>
</tr>
</tbody>
</table>

---

**City Block 32**

**South**

<table>
<thead>
<tr>
<th>Avenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th Ave.</td>
</tr>
<tr>
<td>B St.</td>
</tr>
<tr>
<td>4th Ave.</td>
</tr>
</tbody>
</table>
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
- A: Facia-Mounted Sign
- B: Full Color Printed Media
- C: Blade Sign
- D: Hanging Sign
- E: Painted Wall Sign
- F: Window Graphics
- G: Pan Channel Lettering
- H: Electronic Message Center
- I: Fiber Optic Display
- J: Kinetic Sign
- K: Sculptural Sign
- L: Neon Sign
- M: Translucent/Mesh
- N: Marquee Sign
- O: Projected Light
- P: Tri-Vision Sign
- Q: Sign With 3D Extension
- R: Monument/Kiosk Sign

City Block 32

West
C St.

5th Ave.

B St.

123
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

Downtown San Diego
Proposed District Sign Plan

South

6th Ave. B St. 5th Ave.

City Block 33 124
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

510 C St San Diego, California 92101 (619) 238-5437

City Block 33

5th Ave.
Sign Mediums:

- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

510 C St San Diego, California 92101 (619) 238-5437
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 33
West
B St.
6th Ave.
A St.

127
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 34

East
B St.
6th Ave.
C St.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 34

North
6th Ave. C St. 7th Ave.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 35

South

8th Ave. 7th Ave.
B St.
**Downtown San Diego**

**Proposed District Sign Plan**

---

**Sign Mediums:**

- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

---

702 C Street San Diego, CA 92101 (619) 544-0544

---
**Downtown San Diego**

**Proposed District Sign Plan**

<table>
<thead>
<tr>
<th>Sign Mediums:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Facia-Mounted Sign</td>
</tr>
<tr>
<td>C  Blade Sign</td>
</tr>
<tr>
<td>E  Painted Wall Sign</td>
</tr>
<tr>
<td>G  Pan Channel Lettering</td>
</tr>
<tr>
<td>I  Fiber Optic Display</td>
</tr>
<tr>
<td>K  Sculptural Sign</td>
</tr>
<tr>
<td>M  Translucent/Mesh</td>
</tr>
<tr>
<td>O  Projected Light</td>
</tr>
<tr>
<td>Q  Sign With 3D Extension</td>
</tr>
</tbody>
</table>

**Signs in City Block 35**

City Block 35

**35**

**West**

C St. 8th Ave. B St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South

9th Ave. 8th Ave. B St.

City Block 36

136
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Sign Mediums:
A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

North

8th Ave. | C St. | 9th Ave.

City Block 36
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 36

West
B St.
9th Ave.
A St.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 37

10th Ave. 9th Ave. B St.
NO SIGNS

Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 37
B St. C St.
9th Ave.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 37

9th Ave. 10th Ave.
C St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
C St.

City Block 38

143
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 38
1st Ave. Broadway
North

Front St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 39

2nd Ave. 1st Ave. C St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 39
148

North
1st Ave.
2nd Ave.
Broadway
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 39
149
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

South

3rd Ave.

C St.

2nd Ave.

City Block 40

150
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

East

C St.

2nd Ave.

Broadway

City Block 40

151
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 40

North
2nd Ave.

Broadway

3rd Ave.

152
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

West
Broadway
3rd Ave.

City Block 40

153
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
4th Ave. 3rd Ave.
C St.

City Block 41
154
NO SIGNS

Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 41

155

East
C St.

3rd Ave.

Broadway
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North
3rd Ave.
Broadway
4th Ave.

City Block 41

156
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:

A Facia-Mounted Sign  
B Full Color Printed Media  
C Blade Sign  
D Hanging Sign  
E Painted Wall Sign  
F Window Graphics  
G Pan Channel Lettering  
H Electronic Message Center  
I Fiber Optic Display  
J Kinetic Sign  
K Sculptural Sign  
L Neon Sign  
M Translucent/Mesh  
N Marquee Sign  
O Projected Light  
P Tri-Vision Sign  
Q Sign With 3D Extension  
R Monument/Kiosk Sign

City Block 42  42

South

5th Ave.  C St.  4th Ave.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 42
NO SIGNS

Downtown San Diego

Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North

4th Ave. Broadway 5th Ave.

City Block 42
Sign Mediums:

A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign
NO SIGNS

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
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L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucents/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 43

East

C St.

5th Ave.

Broadway

163
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:

A  Facia-Mounted Sign  
B  Full Color Printed Media  
C  Blade Sign  
D  Hanging Sign  
E  Painted Wall Sign  
F  Window Graphics  
G  Pan Channel Lettering  
H  Electronic Message Center  
I  Fiber Optic Display  
J  Kinetic Sign  
K  Sculptural Sign  
L  Neon Sign  
M  Translucent/Mesh  
N  Marquee Sign  
O  Projected Light  
P  Tri-Vision Sign  
Q  Sign With 3D Extension  
R  Monument/Kiosk Sign

City Block 43

North

5th Ave.  Broadway  6th Ave.

43
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 43

Broadway
6th Ave.

West

C St.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Face-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 44
167

702 Broadway, San Diego CA
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

702 Broadway, San Diego CA
Downtown San Diego
Proposed District Sign Plan

Sign mediums:

A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 45
170

South

8th Ave.
C St.
7th Ave.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

701 C Street San Diego, CA 92101 (619) 237-0510
**Downtown San Diego**

**Proposed District Sign Plan**

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**Sign Mediums:**
- A. Facia-Mounted Sign
- B. Full Color Printed Media
- C. Blade Sign
- D. Hanging Sign
- E. Painted Wall Sign
- F. Window Graphics
- G. Pan Channel Lettering
- H. Electronic Message Center
- I. Fiber Optic Display
- J. Kinetic Sign
- K. Sculptural Sign
- L. Neon Sign
- M. Translucent/Mesh
- N. Marquee Sign
- O. Projected Light
- P. Tri-Vision Sign
- Q. Sign With 3D Extension
- R. Monument/Kiosk Sign

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**Map of Downtown San Diego**

North:
- 7th Ave.
- Broadway
- 8th Ave.

City Block 45

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**Image:**
A photo of Downtown San Diego featuring a street view with various storefronts.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 46
175

Downtown San Diego
Proposed District Sign Plan
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 46

North
8th Ave. 9th Ave.

Broadway
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 46

177
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign

City Block 47

10th Ave.  C St.  9th Ave.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 47

C St.
9th Ave.
Broadway
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North 9th Ave. 10th Ave.
Broadway

City Block 47

180
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:

A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

City Block 48

South

1st Ave. Broadway Front St.
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 48

182
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

326 Broadway San Diego, CA 92101

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
2nd Ave. 1st Ave.

Broadway

City Block 49

184
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 49

East

1st Ave.

Broadway Circle

Broadway

185
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

326 Broadway San Diego, CA 92101

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 49

187
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

South

Broadway Circle

Broadway

Broadway Circle

City Block 50

188

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

East

Broadway

Broadway Circle
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 50

Broadway Circle

North
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 50

Broadway Circle

Broadway

West
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North
Broadway
Broadway Circle

1st Ave.
City Block 51

193
NO SIGNS

Sign Mediums:
A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

City Block 51
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
5th Ave.
Broadway
4th Ave.

City Block 52
195
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North

City Block 52

4th Ave.

E St.

5th Ave.

197
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 53

5th Ave.

East

Broadway

E St.

53
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 53

E St.
Downtown San Diego
Proposed District Sign Plan

**Sign Mediums:**

A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

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**53**

City Block 53

---

**NO SIGNS**
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign

South
7th Ave. 6th Ave.
Broadway

City Block 54
203
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

NO SIGNS
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A  Facia-Mounted Sign
B  Full Color Printed Media
C  Blade Sign
D  Hanging Sign
E  Painted Wall Sign
F  Window Graphics
G  Pan Channel Lettering
H  Electronic Message Center
I  Fiber Optic Display
J  Kinetic Sign
K  Sculptural Sign
L  Neon Sign
M  Translucent/Mesh
N  Marquee Sign
O  Projected Light
P  Tri-Vision Sign
Q  Sign With 3D Extension
R  Monument/Kiosk Sign

624 E Street San Diego, CA 92101-6203
Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 54

624 E Street San Diego, CA 92101-6203
NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 55

South 8th Ave. Broadway 7th Ave.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 55

East
Broadway
7th Ave.

E St.

208
## Sign Mediums:

- A. Facia-Mounted Sign
- B. Full Color Printed Media
- C. Blade Sign
- D. Hanging Sign
- E. Painted Wall Sign
- F. Window Graphics
- G. Pan Channel Lettering
- H. Electronic Message Center
- I. Fiber Optic Display
- J. Kinetic Sign
- K. Sculptural Sign
- L. Neon Sign
- M. Translucent/Mesh
- N. Marquee Sign
- O. Projected Light
- P. Tri-Vision Sign
- Q. Sign With 3D Extension
- R. Monument/Kiosk Sign

## Map of City Block 55

[Map Image]

### Street Grid

- **North**: 7th Ave., E St., 8th Ave.
Downtown San Diego
Proposed District Sign Plan

Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

707 Broadway, Ste 100 San Diego, CA 92101

City Block 55

West

E St.

8th Ave.

Broadway

210
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
9th Ave. Broadway 8th Ave.

City Block 56
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A. Facia-Mounted Sign
B. Full Color Printed Media
C. Blade Sign
D. Hanging Sign
E. Painted Wall Sign
F. Window Graphics
G. Pan Channel Lettering
H. Electronic Message Center
I. Fiber Optic Display
J. Kinetic Sign
K. Sculptural Sign
L. Neon Sign
M. Translucent/Mesh
N. Marquee Sign
O. Projected Light
P. Tri-Vision Sign
Q. Sign With 3D Extension
R. Monument/Kiosk Sign

City Block 56

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<td>56</td>
<td>57</td>
</tr>
</tbody>
</table>

East

Broadway

8th Ave.

E St.

212
NO SIGNS

Downtown San Diego
Proposed District Sign Plan

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 56

8th Ave.
E St.
9th Ave.
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

City Block 56

E St. 9th Ave. Broadway

West
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

South
10th Ave.
Broadway
9th Ave.

City Block 57
215

57
Downtown San Diego
Proposed District Sign Plan

NO SIGNS

Sign Mediums:

A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign

North

City Block 57

Broadway 9th Ave. E St.

216
No Signs

Sign Mediums:
A Facia-Mounted Sign
B Full Color Printed Media
C Blade Sign
D Hanging Sign
E Painted Wall Sign
F Window Graphics
G Pan Channel Lettering
H Electronic Message Center
I Fiber Optic Display
J Kinetic Sign
K Sculptural Sign
L Neon Sign
M Translucent/Mesh
N Marquee Sign
O Projected Light
P Tri-Vision Sign
Q Sign With 3D Extension
R Monument/Kiosk Sign