

Historical Preservation

Signs

Designation

A sign is designated as historic if it has historic merit. This determination is made by the Historical Advisory Board based on:

1. *the nature of the building*: whether or not the city has designated it as having historical value, and the condition of the building, and
2. *the nature of the sign*: its age, if it is a quality example of the time period, its integration into the building, the availability of the materials, whether it represents a historic building or person, and the sign's condition.

An evaluation checklist, adopted by the Historical Advisory Board on July 6, 1989, is used to determine whether or not the sign meets Board guidelines. Signs designated as historic are exempt from the provisions of the sign ordinance as provided by subsection 30-6.15s of the Municipal Code.

List

[Alameda Transportation](#)

1919 Park St. (Withdrew application)

[Golden Bridge Billboard](#)

1427 Webster St.

[Bernardi Cleaners](#)

1222 Park St.

[Johnny's Cocktail Lounge](#)

1544 Webster St.

[Better Buy Liquor](#)

1801 Webster St.

[La Fiesta Cocktail Lounge](#)

1552 Webster St.

[Boniere Bakery](#)

1417 Park St.

[Selby's Draperies](#)

1546 Park St.

[Carrol Travel Service](#)

1412 Park St.

[Stier's Pharmacy](#)

1445 Webster St.

[Christian Science Reading Room](#)

2402 Santa Clara Ave.

[Van de Kamp's Bakery](#)

3211 Encinal (Designation denied)

[Croll's](#)

1400 Webster St.

[Webster Hotel](#)

1456 Webster St.

[Driftwood](#)

1313 Park St.

[Williams Bros Market](#)

1125 Park St. (Sign removed by owner)

[Fireside Lounge](#)

1453 Webster St.

GUIDELINES FOR THE PRESERVATION OF HISTORIC SIGNS

1. All business name changes shall be of duplicate size, material, shape, color, design style and lettering as the designated sign.
2. Lighting design features must be retained and function as originally intended.
3. All animated sign components must be kept in good working order and function as originally intended.
4. Should it not be possible for any Historic Signs to be modified according to the requirements above, any changes to the sign must be reviewed and approved by the Historical Advisory Board.
5. The Board may decertify any Historic Sign which has been modified not in accordance with the Guidelines above.

Adopted by the Historical Advisory Board on 12/2/93 pursuant to section 13-21.8 of the Municipal Code - Designation of Historic Signs.