



*Pedder Bungalow, circa 1913*

### **Old North Davis Neighborhood Association**

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November 30, 2005

**To:** Jim Antonen, City Manager, City of Davis

**Fm:** Tony Martin, Old North Davis Neighborhood Association

**Re:** Old North Davis Heritage Signs

Following several months of research and discussion, at its October meeting the Board of Directors of the Old North Davis Neighborhood Association (ONDNA) voted unanimously and enthusiastically to proceed with a plan to install heritage street signs in Old North Davis.

The purposes of these signs are to signal the neighborhood's significant place in the history of Davis and its special character. We have designed a sign that we think expresses these purposes and our Association proposes to assume financial responsibility for providing them.

We ask the City to install these signs atop existing street signs at Old North Davis street corners.

**BACKGROUND.** ONDNA's desire to have these heritage signs is an extension and application of a long-standing practice of this kind in a great many other communities. For your reference, we attach photographs of heritage signs taken in areas of Springfield, Oregon, Boulder, Colorado, and Sacramento, California (Attachment 1). These are just three examples from among hundreds of neighborhoods with such signs across the county and, indeed, across the world. Sacramento alone has a dozen or more areas with heritage street signs.

**THE SIGN.** A full-size color model of the Old North Davis heritage sign we propose accompanies this memo (Exhibit 1). Its features have been selected to be compatible with existing City signage.

1. According to your City sign supervisor, Fred Delevati, the smallest City signs are now at least two feet wide and use letters at least three inches high. Following the custom of other heritage signs, our sign is intentionally somewhat shorter (18 inches), but still has three-inch letters. Attachment 2 provides a sense of how it would look atop corner street signs, where heritage signs are commonly placed.
1. The curve on the top of the sign is copied from the "mission curve" that is widely used in downtown Davis signs. In this sense, the sign follows existing designs.
1. We've also adopted the yellow City logo used widely on City signs.
1. Recognizing that the color green is reserved for direction finding signs, we use the color brown, a color commonly associated with heritage markers (and used, for example, by the National Park Service).

**COSTS AND ADMINISTRATION.** In our research, we have learned that neighborhood associations often perform key functions regarding heritage signs. In Sacramento, for example,

their design, purchase, storage, and replacement is the responsibility of the particular neighborhood association. The only, but critical, role played by the city is installing and replacing signs. For more information on this, you may want to be in touch with Larry Cyrus, Neighborhood Resource Coordinator, City of Sacramento, 1231 I Street, 916-808-8193, [lcyrus@cityofsacramento.org](mailto:lcyrus@cityofsacramento.org), who reported these practices in an interview with ONDNA member John Lofland.

Advised by Fred Delevati, we have been in touch with Newman Signs, a sign-making company that has made many Davis signs and that designed the accompanying mock-up sign to our specifications. We also obtained a price quote from Newman Signs for the sign manufactured to City sign quality standards. The cost is about \$27.00 per sign for any number between 20 and 49 signs. We would need somewhat more than 20 signs with a total start-up outlay in the range of \$700.00. A preliminary map of signposts that would have the signs is provided as Attachment 3.

Encouragingly, though we have not yet begun a pledge campaign within the neighborhood, almost \$600 has already been pledged in spontaneous responses to hearing about the plan. In particular, people are enthused by the idea of paying for one or more signs close to their homes (adopting a sign) as well as elsewhere. Based on this initial response among Old North Davis residents, we do not think ONDNA funding is a problem.

In summary, we ask you to approve this plan so that we can proceed with the project.

Sincerely,

Tony Martin  
Secretary, ONDNA

### **Attachments**

1. Heritage signs in neighborhoods of three other cities.
1. Mock-up of the Old North Davis heritage sign atop an Old North Davis sign post.
1. Map of street sign and other posts in Old North Davis.
1. ONDNA flyer.

### **Exhibit**

1. Full-size, color model of the Old North Davis heritage sign.