

**CLERK OF THE BOARD OF SUPERVISORS
EXHIBIT/DOCUMENT LOG**

MEETING DATE & AGENDA NO. 08/17/2022 #9

STAFF DOCUMENTS (Numerical)

No.	Presented by:	Description:
1	County Staff	Powerpoint (9 pages)

2

3

4

PUBLIC DOCUMENTS (Alphabetical)

No.	Presented by:	Description:
A	N/A	

B

C

D

E

F

G



County of San Diego

DECORATIVE COMMUNITY IDENTIFICATION SIGNAGE PROGRAM IN THE PUBLIC RIGHT-OF-WAY

Board of Supervisors

August 17, 2022

Item #9

Existing Community Identity Signs (Green Signs)

Green Signs:

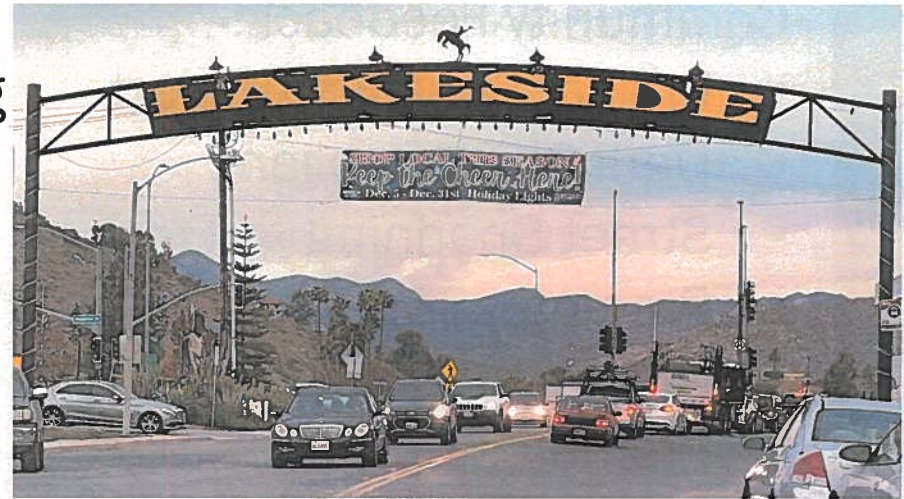
- Small ground-mounted signs
- No cost to communities
- Installed and Maintained by DPW
- 90 Green Signs in 40 communities



Existing Decorative Community Identification Sign Program

Community Identification Signs:

- Ground mounted or street spanning
- Located in the public right-of-way
- Builds community character
- At entrances into town centers
- Welcoming travelers
- Community's sense of identity



Applicant Funded Program:

- Planning, permitting, design, installation, and maintenance

District 5: Community Planning and Sponsor Group Outreach

Community Feedback:

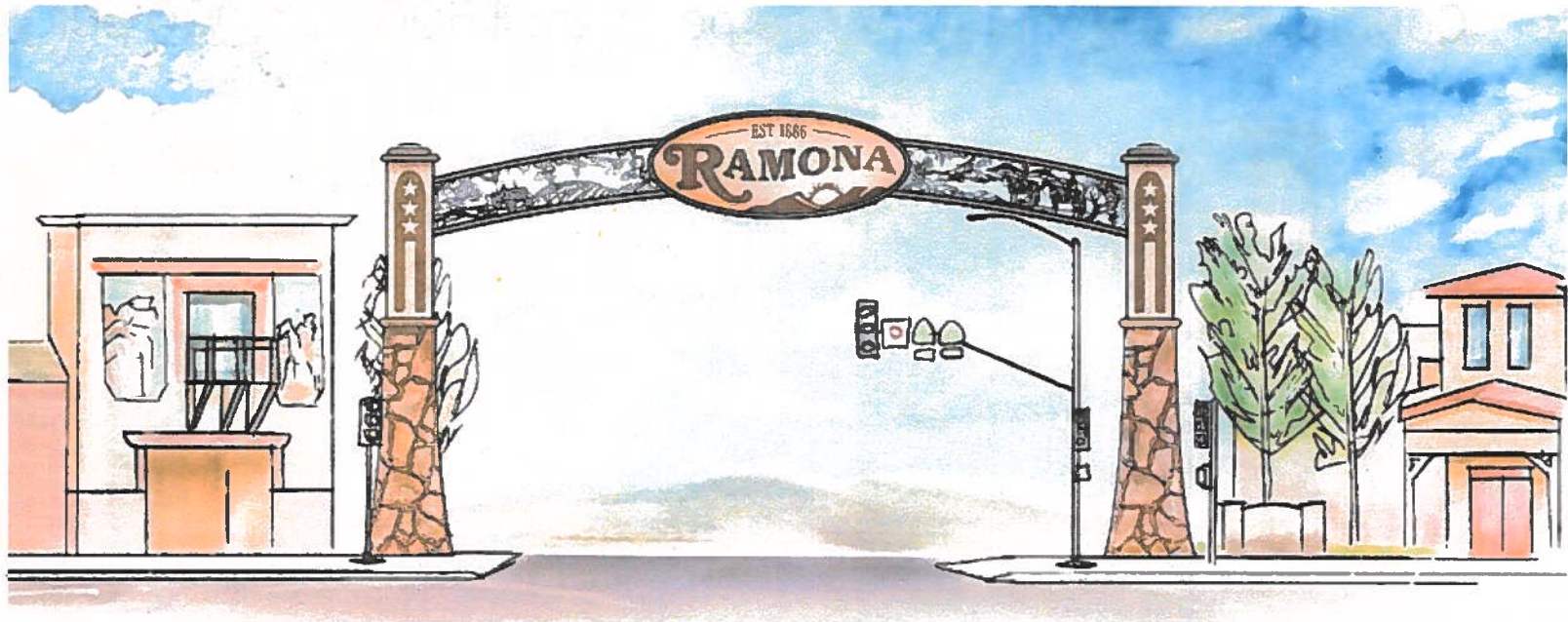
- Project Specific Support
- Dark Sky Compliant
- Street Spanning
- Promotes Tourism
- Showcase Community
- Promotes Rural Heritage
- Enhances Scenic Corridor
- Help Aesthetics and Revitalization



D5 Communities

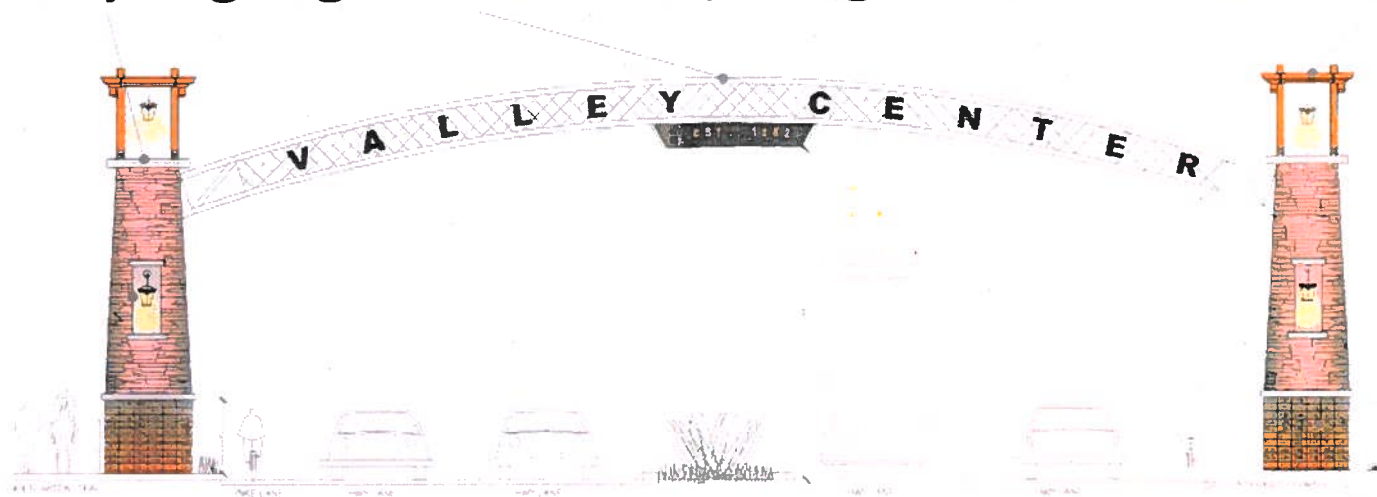
Applicant Funded with County Permit Fee Waiver

- The cost for staff to permit a Decorative Community Identification Sign ranges from \$10,000 - \$20,000 per sign



County Funded Decorative Sign Program

- Staff would facilitate with requestors, CPSGs and Board Offices
- Two to three years to design and construct each sign
- County Total Cost per sign: \$165,000-\$590,000
- County ongoing maintenance per sign: \$500 - \$5,000 per year



VALLEY CENTER ROAD EAST BOUND

Decorative Community Identification Sign Cost Drivers (Per Sign)

Option 3A: Applicant Funded	Option 3B: Applicant and County Funded	Option 3C: County Funded
Pre-Consultation: \$10K-\$20K	Pre-Consultation Fee Waiver: \$10K-\$20K	Pre-Consultation: \$15K
Planning/Design: \$25K-\$75K	Planning/Design: \$25K-\$75K	Planning/Design: \$25K-\$75K
Construction: \$40K-\$150K	Construction: \$40K-\$150K	Construction: \$125K-\$500K
	Total County Cost: \$10K-\$20K Total Applicant Cost: \$65K-\$225K	
Total Applicant Cost: \$75K-\$245K	Total Cost: \$75K-\$245K	Total County Cost: \$165K-\$590K
Annual Maintenance: \$1K-\$5K/year	Annual Maintenance: \$1K-\$5K/year	Annual Maintenance: \$1K-\$5K/year

Option 4: Geographic Area



Option 4A – District 5 only



Option 4B – All Districts

Recommendations

1. Negative Declaration was adopted in compliance with CEQA and there are no substantial changes in the project.
2. Maintain the existing Green Sign Program with no changes.
3. Select one of the following:
 - a) No changes to the existing applicant funded Decorative Sign program
 - b) Develop a fee waiver for the existing Decorative Sign program
 - c) Approve a new staff facilitated Decorative Sign program
4. If option 3B and/or 3C is selected from above, then the Board may select the geographic area:
 - a) District 5 communities only
 - b) All unincorporated communities in San Diego county