

ATTACHMENT A

**Community Group
Input**

From: BSG <stevenorris.bsg@gmail.com>
Sent: Tuesday, February 15, 2022 11:08 AM
To: Pasumarthi, Murali <Murali.Pasumarthi@sdcounty.ca.gov>
Subject: [External] Re: Community Identification Signage Program

Marli, pursuant to our recent discussion I have provided you the following input with regard to the proposed Community Identification Signage Program:

- The issue of community signage has been discussed by the Bonsall community sponsor group in the past and generally received positive support.
- As of the date of this writing there has not been a formal vote to support the Community Identification Signage Program, however, as noted above prior discussions within the group have been positive.
- Ultimately, support for community signage in Bonsall by the Sponsor Group, I would anticipate, will be project specific.

Steve Norris
Chair, Bonsall Community Sponsor Group

Borrego Springs Community Sponsor Group

P.O. Box 1371, Borrego Springs, California 92004

January 7, 2022

Murali Pasumarthi
Traffic Engineering Manager
County of San Diego – Department of Public Works
5510 Overland Avenue, Suite 410
San Diego, CA 92123

Re: Community Identification Signage Program

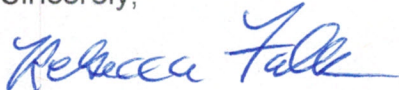
Dear Mr. Pasumarthi,

At its January 6, 2022 regular meeting, the Borrego Springs Community Sponsor Group voted unanimously (all four members present) to support the program proposed by Supervisor Jim Desmond to develop an updated community identification signs program. We appreciate staff calling our attention to this opportunity and look forward to working with staff to update our community ID signs if the program is put into effect.

So far our feedback has been in favor of upgraded stationary signs rather than an overhead arching sign, keeping the wording on the small sign at the western entrance to our village which highlights our status as an International Dark Sky Community. There is interest in replacing all three village entrance signs with more visible signs and a very preliminary discussion has begun about designs. It is a wonderful opportunity to think collectively about a visual representation of our community as it welcomes visitors and residents alike.

Thanks to Supervisor Desmond and County Staff for initiating and reaching out about this program, and we look forward to its implementation.

Sincerely,



Rebecca Falk, Chairperson
Borrego Springs Community Sponsor Group

From: Eileen Delaney <eileen.fallbrook@gmail.com>
Sent: Monday, January 31, 2022 12:47 PM
To: Pasumarthi, Murali; Jones, Kenton R.
Subject: [External] Letter in support of taxpayer sign plan

January 30, 2022

Mr. Murali Pasumarthi
Mr. Kenton Jones
County of San Diego
Dept. of Public Works

Dear Mr. Pasumarthi and Mr. Jones:

The Fallbrook Community Planning Group has wholeheartedly supported the "Signs and Banners in the Public Right of Way Program" since its inception in 2014.

Since then we have established this program with the Fallbrook Chamber of Commerce as the lead for Fallbrook. The Fallbrook Planning Group has previously recommended approval for a Site Plan which encompassed Wayfinding signs throughout our community. We've seen these signs come to fruition and the community loves them!

The Fallbrook CPG has also approved the concept of Gateway (street spanning) signs. However due to the costs associated with these types of signs, we have been unable to move forward on them. Therefore, we strongly support Supervisor Desmond's plan establishing a taxpayer paid process that will allow us to have Community Identifying Gateway (Street Spanning) Signs.

These signs will help the aesthetics and revitalization of our town. They will help with tourism and that in turn will help support our businesses and our rural way of life.

We ask that if this plan is approved and the funding established, that the permit process and building of these signs be a priority.

Thank you!

Sincerely,

Eileen Delaney

Eileen Delaney, Chair
Fallbrook Community Planning Group
Fallbrook Design Review Board

From: James Chagala <jchagala@hotmail.com>

Sent: Wednesday, March 2, 2022 5:18 PM

To: Pasumarthi, Murali

Subject: [External] Re: Community Identification Signage Program--Hidden Meadows Sponsor Group

Hi Murali,

You had called and asked me the result of our Group's discussion of the Community Identification Signage Program on January 27, 2022.

I have been waiting for the minutes from that meeting, but our secretary will not have them for a few weeks. As I remember, there was some concern that our tax dollars in Hidden Meadows would be used for an identification sign somewhere in the South County. However, in my opinion, the sentiment seemed to be that this was a good idea.

I will forward the minutes as soon as they have been approved by the Group

Let me know if there is anything else I can do for you.

Jim Chagala

James Chagala & Associates
555 West Country Club Drive, #254
Escondido, CA 92026
760-751-2691

From: Cliff Kellogg <clkellogg49@gmail.com>
Sent: Wednesday, March 16, 2022 10:15 AM
To: Pasumarthi, Murali <Murali.Pasumarthi@sdcounty.ca.gov>
Subject: [External] Community Identification Signs

Good Morning Murali,

I'm with the Palomar Mountain Community Sponsor Group and have been assigned to a subcommittee about the ID signs for Palomar Mountain.

At our last meeting it was determined that the majority of the attendees were interested in having a sign. One of our sponsor group members is working on some ideas for a design that would suit the community.

Is there anything else at this time we need to do?

Thanks,

Cliff Kellogg
clkellogg49@gmail.com

(760) 742-0414

From: georgantas@aol.com <georgantas@aol.com>
Sent: Tuesday, February 1, 2022 6:36 AM
To: Pasumarthi, Murali <Murali.Pasumarthi@sdcounty.ca.gov>
Cc: rustyhorseranch@outlook.com
Subject: [External] Re: Community Identification Signage Program

Murall,

Thank you for this information as it is very important to our Rainbow community. As San Diego's "Front Door" community of north county, as a long standing rural heritage community for over 130 years, our 2600+ residents welcome the opportunity to showcase our community through historic signage. Rainbow was historically platted by James Rainbow in the 1880s, our tiny school district, our preponderance of agricultural operations and our position on the beautiful I-15 scenic corridor make for a unique visitor experience. Please put us on top of your list of priorities. I have cc'd Lynn Malinowski our architectural committee Chair as she is in charge of local design approval. We look forward to working with you on this project. Thank you for this opportunity.

Paul Georgantas
Chair, Rainbow Planning Group



Valley Center Community Planning Group

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January 28, 2022

Kenton R. Jones
County of San Diego Dept. of Public Works
5510 Overland Avenue #410
San Diego, CA 92123

RE: Community Identification Signage Program in the Public Right of Way for District 5

Dear Mr. Jones,

The Valley Center Community Planning Group has received a request to participate in the Community Identification Signage Program in the Public Right of Way for District 5. At the April 9, 2019 meeting of the VCCPG, approval was given for a Gateway sign by the planning board. The South Village subcommittee also approved the Gateway sign at their April 3rd, 2019 meeting in the Caltrans Valley Center Road Corridor Study of traffic calming proposals.

A Gateway sign into Valley Center would add to the traffic calming measures and aid other techniques in slowing down traffic upon entering the main commercial business district of Valley Center. The County along with local residents, are very concerned about the number of accidents that happen when speeds are not reduced upon entering our community. With the addition of new housing, businesses and storefronts it is critical that we do all we can to increase safety by calming traffic and remind motorists they have entered Valley Center; they are not on a freeway anymore.

Thank you to the Board of Supervisors and specifically, Supervisor Desmond who represents District 5, for implementing the Community Identification Signage Program in the Public Right of Way for District 5. We look forward to having our community organizations represented as a welcome in and out of our community.

Sincerely,

Delores Chavez Harmes - Chair
Valley Center Community Planning Group