

**ACTION SHEET: COMMUNITY IDENTIFICATION SIGNAGE PROGRAM IN THE  
PUBLIC RIGHT-OF-WAY (DISTRICT: 5)**

August 17<sup>th</sup>, 2022

The following are options for the County Board of Supervisors (Board) direction to modify or add additional options to the existing Community Identification Signage Program. This form is only a sample of the potential directives and does not limit deliberation or possible actions.

**COMMUNITY IDENTIFICATION SIGNAGE PROGRAM OPTIONS**

1. Find that the Negative Declaration (ND) for the Community Signs and Banners in the Public Right-of-Way – Zoning Ordinance and County Code Amendments, on file with the Department of Public Works (DPW), dated October 28, 2013, State Clearinghouse No. 2013071003, was adopted in compliance with the California Environmental Quality Act (CEQA) on January 29, 2014, and that the decision-making body has reviewed and considered the information contained therein, prior to approving the project; and:

Find that there are no substantial changes in the project or in the circumstances under which it is undertaken which involve significant new environmental impacts that were not considered in the previously adopted ND, dated October 28, 2013, and that no new information of substantial importance, such as a new significant effect, has become available since the ND was adopted.

2. This recommendation maintains the existing Community Identity Sign (Green Sign) Program with no changes for all unincorporated communities. DPW will continue to fund new sign requests at a cost of approximately \$800 per new sign and will continue to maintain the existing 90 Green signs through DPW's annual Road Fund budget.
3. **Select one or more of the following options for the Decorative Community Identification Signage Program:**

[ ] Option A: No changes to the existing applicant funded Decorative Community Identification Signage Program: the total cost to the applicant per sign is approximately \$75,000-\$245,000.

[ ] Option B: Develop a fee waiver for the existing Decorative Community Identification Signage Program, in which the Board of Supervisors (Board) would waive Policy B-29 to allow for an applicant's pre-consultation and permit application fees to be waived, at a cost to the County of approximately \$10,000 to \$20,000 per sign. Direct staff to return to the Board within 180 days to present an ordinance for consideration to implement the fee waiver and establish appropriations to offset the fee waiver.

[ ] Option C: Approve a new County of San Diego staff facilitated Decorative Community Identification Signage Program at a cost of approximately \$165,000 to \$590,000 per sign. The cost of each sign will be based on design, width, and structural elements. Funding for each sign would require separate approval by the Board at the point at which a community is ready to move forward to design with a sign concept.

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**4. If option 3B and/or 3C is selected above, then select a geographic area for which the decorative community identification signage program option(s) applies:**

☐ Option A: District 5 unincorporated communities only (as directed by the Board on October 5, 2021).

☐ Option B: All unincorporated communities in San Diego county. This option requires DPW to conduct additional outreach to unincorporated communities located outside District 5 to provide information about the new decorative community signage program option(s) selected by the Board.