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		
	PUBLI	[C DOCUMENTS (Alphabetical)
No.	Presented by:	Description:
A	N/A	
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County of San Diego

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

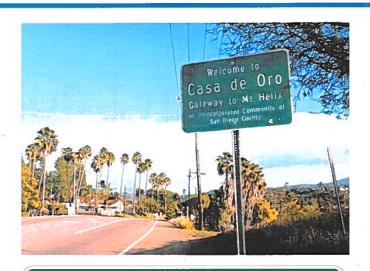
Board of Supervisors August 17, 2022 Item #9

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





Welcome to Borrego Springs

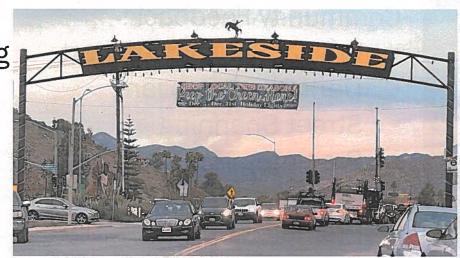
An International

Dark Sky Community

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:

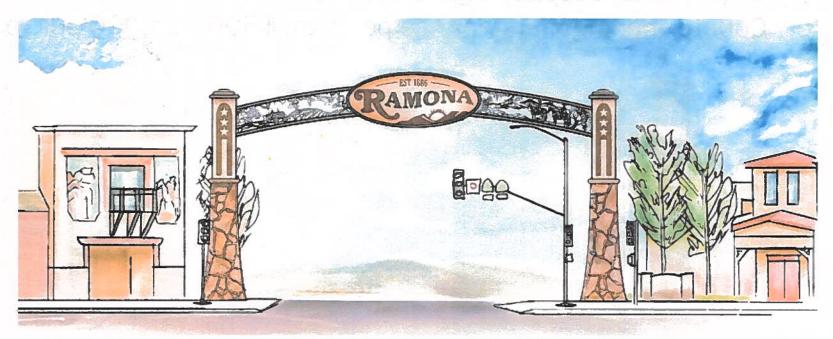
- Project Specific Support
- Dark Sky Compliant
- Street Spanning
- Promotes Tourism
- Showcase Community
- Promotes Rural Heritage
- Enhances Scenic Corridor
- Help Aesthetics and Revitalization



D5 Communities

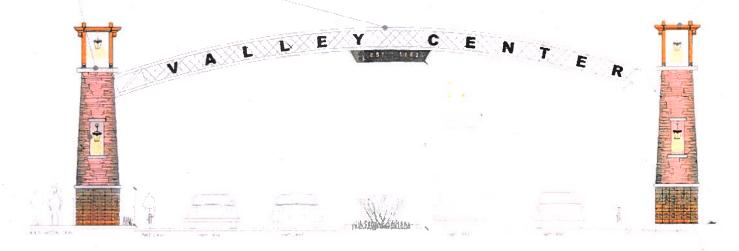
Applicant Funded with County Permit Fee Waiver

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



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