# 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



| Welcome to |
| :---: |
| Borrego Springs |
| An International |
| Dark Sky Community | 2

## 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


D5 Communities

- Help Aesthetics and Revitalization


## 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)

$\left.\begin{array}{c|c|c}\text { Option 3A: } \\ \text { Applicant Funded } & \text { Option 3B: } & \text { Option 3C: } \\ \text { Applicant and County Funded }\end{array}\right)$

## 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 $3 B$ and/or $3 C$ 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
