

**COUNTY OF SAN DIEGO
BOARD OF SUPERVISORS
WEDNESDAY, OCTOBER 31, 2012**

MINUTE ORDER NO. 9

**SUBJECT: SIGNS AND BANNERS IN PUBLIC RIGHT OF WAY
(DISTRICTS: ALL)**

OVERVIEW:

On June 20, 2012 (1), the Board of Supervisors directed the CAO to evaluate the feasibility of placement of monument, gateway, community identification, and directional signs in the County maintained right of way, identify necessary amendments to Board policies and ordinances and report back to the Board in 120 days.

In recognition that signs welcome visitors and provide information about points of interest, historical places, and other attractions, many cities and counties across the state have policies and ordinances that allow certain types of signs to be placed in public right of way. Signs help tourists and out-of-town guests find services and points of interest, provide a sense of place for current residents and add to a community's character. The County of San Diego currently has policies and ordinances in place that significantly limit the placement of signage in County right of way.

In response to the Board's direction, this item is a request to receive a staff report entitled "Feasibility Report – Signs and Banners in the Public Right of Way." Additionally, staff recommends that the Board direct the CAO to initiate outreach with the community groups and external stakeholders in the development of technical guidelines and updated policies and ordinance to allow for the installation of signs and banners in the public right of way.

FISCAL IMPACT:

Funds for this request are included in the Fiscal Year 2012-14 Operational Plan in the Department of Public Works Road Fund. There will be no change in net General Fund cost and no additional staff years.

BUSINESS IMPACT STATEMENT:

N/A

RECOMMENDATION:

CHIEF ADMINISTRATIVE OFFICER

1. Find that the proposed action is exempt from CEQA review pursuant to Section 15061(b)(3) and 15262 of the state CEQA Guidelines.
2. Receive the report entitled "Feasibility Report - Signs and Banners in the Public Right Of Way".

3. Direct the Chief Administrative Officer to initiate outreach with community planning and sponsor groups, civic groups, and external stakeholders in developing technical guidelines using the applicant-driven process discussed in the feasibility report, amend relevant ordinances to allow the permitting and installation of certain signs and banners in the public right of way and return to the Board of Supervisors within one year for program consideration.

ACTION:

ON MOTION of Supervisor Slater-Price, seconded by Supervisor Jacob, the Board took action as recommended, on Consent.

AYES: Cox, Jacob, Slater-Price, Roberts, Horn

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State of California)
County of San Diego) §

I hereby certify that the foregoing is a full, true and correct copy of the original entered in the Minutes of the Board of Supervisors.

THOMAS J. PASTUSZKA
Clerk of the Board of Supervisors



By Andrew Potter
Andrew Potter, Chief Deputy