

DATE ISSUED: October 23, 2003

REPORT NO. 03-215

ATTENTION: Public Safety and Neighborhood Services Committee  
Agenda of October 29, 2003

SUBJECT: Proposed Revisions to the Community Identification Signs Council Policy

REFERENCE: None

SUMMARY

Issue – Should the City Council authorize the proposed revisions to the Community Identification Signs Policy?

Manager's Recommendations

1. Amend existing Council Policy 200-10 to authorize the Engineering & Capital Projects Department, the Planning Department, the Police Department and the Development Services Department to review and approve community identification signs.
2. Revise the current Council Policy outlining the recommended criteria and approval process for installing community identification signs.

Fiscal Impact – Minimal. Funds for standard city issued community signs within the public right-of-way are budgeted within the Transportation Department, Street Division operating fund. All costs associated with custom-designed community signs in or outside of the public right-of-way will be the responsibility of the applicant.

## BACKGROUND

Council Policy 200-10 (Attachment 1) was established December 12, 1974 to regulate the type, size, and location of community identification signs. The guidelines for organization(s) requesting installation of community identification signs and for City staff reviewing such requests including consideration of custom designed sign installations outside the public right-of-way are contained in a document on file with the Planning Department entitled “Locational Criteria, Construction and Material Standards, and Maintenance Standards, Community Entry Signs and Community Area Identification Signs”. This policy was established by Council Resolution No. 211549, adopted September 12, 1974.

The Community Planning groups within the City of San Diego frequently request to identify their respective communities with distinctive signs at or near what are considered their area limits. Presently, there are two different processes for review and approval of community identification signs, depending on their location.

The current policy requires for all Standard City Issued Signs or Custom Designed Signs within the public right-of-way to be submitted to the City Manager, and undergo review by a committee consisting of one representative from each of four City departments- Planning, Development Services, Transportation, and Engineering and Capital Projects. Requests for signs outside the public right-of-way are currently submitted to the Planning Department for scheduling of a public hearing before the Zoning Administrator for purposes of obtaining a Conditional Use Permit in accordance with the provisions of Chapter X, Article 1, Division 5 of the Municipal Code.

## DISCUSSION

The proposed revised policy (Attachment 2) would require all new requests for Standard City Issued Signs within the public right-of-way to be submitted to the Engineering & Capital Projects Department for review and approval. The Engineering & Capital Projects Department will consult with the Planning Department, the Police Department, and the appropriate Council District office prior to recommending approval of a request.

Requests for Custom Designed Signs within the public right-of-way would be submitted to the Development Services Department directly. The Development Services Department shall convene, as needed, a committee consisting of a representative from each of the following City Departments- Engineering and Capital Projects, Planning, Police, and Development Services. The Development Services Department shall consult the appropriate Council District office prior to approval of these type of signs. Requests for signs outside the public right-of-way are to be submitted to the Development Services Department and shall be processed as a Conditional Use Permit in accordance with Process 3 of the Land Development Code.

The proposed policy was brought to the Community Planners Committee (CPC) on September 24, 2002. CPC approved the proposed policy with the following recommendations:

- (1) Any reference regarding the Police Department identification of neighborhood boundaries is to be removed;
- (2) All requests should be directed thru the recognized Community Planning Group
- (3) That there be no limit set to the number of custom-designed signs allowed for any given community/neighborhood; and
- (4) That requests for signs outside the public right-of-way submitted to the Development Services Department be processed as a Conditional Use Permit in accordance with Process 3 of the Land Development Code.

These recommendations have been incorporated into the revised policy. There is a desire to improve the timeliness of the approval process by allowing an applicant to submit their request directly to the appropriate City department, depending on the type and location of the community identification sign being requested.

#### CONCLUSION

The proposed revised Council Policy 200-10 provides a clear and streamlined process for review and approval of community identification signs in our City. Requests for Standard City Issued Signs in the public right-of-way are approved by the Engineering & Capital Projects Department. Requests for non-standard signs within the public right-of-way and signs outside of the public right-of-way are processed by the new Development Review Process.

#### ALTERNATIVE

Do not amend Council Policy 200-10. This is not recommended because the current requirement for review for a community identification sign results in a lengthy approval process.

Respectfully submitted,

Approved by,

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Frank Belock Jr., Director  
Engineering and Capital Projects Department

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George I. Loveland  
Senior Deputy City Manager

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Attachments:      1.      [Council Policy 200-10](#)  
                             2.      [Revised Council Policy 200-10](#)