



---

DATE: May 16, 2012

TO: Honorable Mayor and City Councilmembers

FROM: Development Services Department

SUBJECT: **REVISION OF DEVELOPMENT-RELATED FEES, ESTABLISHING A DISCRETIONARY COMPREHENSIVE DIGITAL SIGN PACKAGE APPLICATION CATEGORY AND SETTING THE ASSOCIATED FEE AS A DEVELOPER DEPOSIT ACCOUNT**

**SYNOPSIS**

Staff recommends that the City Council adopt a resolution amending the Development Services Department Planning Fee Schedule by adding a Comprehensive Digital Sign Package application category and setting the associated fee as a Developer Deposit Account.

**ANALYSIS**

In order to recover costs associated with discretionary entitlement application processing of large or complex projects, on March 2, 2011, the City Council approved the establishment of Developer Deposit Accounts.

On April 18, 2012, the City Council introduced an ordinance amending existing signage regulations Citywide, and established new discretionary entitlement procedures for review of digital display signage on private property via a Discretionary Comprehensive Sign Package. Due to the complexity and possible need for specialized technical expertise to address land use, design and safety issues related to digital display signage, staff recommends adding a Discretionary Comprehensive Digital Sign Package application category and requiring the payment of project-related costs through developer deposit accounts. The new application type and fee type would be added to the Planning Fee Schedule.

**FISCAL IMPACT**

All project costs would be billed directly to the applicant and fully recovered via developer deposit accounts. Fees charged for such applications are directly related to processing costs. Financial impact to the Planning Division depends on the number and complexity of projects submitted and has been factored into the FY 12-13 revenue budget. Any revenues earned will be deposited into account 450404101.4426.0022 – Entitlement.



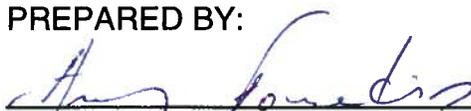
**CITY ATTORNEY'S ANALYSIS**

The referenced documents have been reviewed by the City Attorney and approved as to form.

**RECOMMENDATION**

Staff recommends that the City Council adopt a resolution amending the Development Services Department Planning Fee Schedule by adding a Comprehensive Digital Sign Package application category and setting the associated fee as a Developer Deposit Account.

PREPARED BY:

  
\_\_\_\_\_  
Amy Fousekis  
Principal Planner

SUBMITTED BY:

  
\_\_\_\_\_  
Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs-Lawrence, Deputy City Manager  
George Buell, Development Services Director  
Jerry Hittleman, City Planner  
Teri Ferro, Financial Services Director



Attachments:

- 1. Resolution establishing fee for Comprehensive Digital Sign Packages

1 RESOLUTION NO.

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
3 OCEANSIDE ADOPTING REVISIONS TO THE DEVELOPMENT  
4 PROCESSING FEE SCHEDULE FOR PLANNING

5 WHEREAS, on May 16, 2012, the City Council of the City of Oceanside did conduct a  
6 duly-noticed public hearing for the purposes of considering a revision to the Development  
7 Processing Fees schedule for Planning;

8 WHEREAS, the City Council did hear all persons desiring to speak either in favor of, or  
9 in opposition to, the revision of such fees; and

10 WHEREAS, the purpose of the Development Processing Fees is to provide a fair  
11 mechanism for defraying public costs associated with the actual costs of constructing private  
12 development.

13 NOW, THEREFORE, the City Council of the City of Oceanside does resolve as follows:

14 SECTION 1. The Development Processing Fees Schedule for Planning will be revised  
15 as follows:

16 A Comprehensive Digital Sign Package application category shall be added in the  
17 schedule as a Deposit Account item effective May 16, 2012.

18 PASSED AND ADOPTED by the City Council of the City of Oceanside, California,  
19 this \_\_\_\_\_ day of \_\_\_\_\_, 2012, by the following vote:

20 AYES:

21 NAYS:

22 ABSENT:

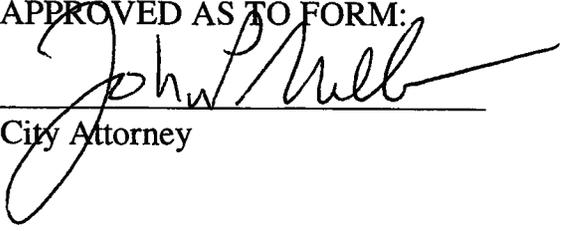
23 ABSTAIN:

24  
25  
26 ATTEST:

27  
28 \_\_\_\_\_  
City Clerk

MAYOR OF THE CITY OF OCEANSIDE

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney