



# TOWN OF APPLE VALLEY TOWN COUNCIL STAFF REPORT

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**To:** Honorable Mayor and Town Council      **Date:** June 11, 2013

**From:** Lori Lamson  
Community Development Director  
Community Development      **Item No:** 1

**Subject:** SIGN CODE REVIEW WORKSHOP

**T.M. Approval:** \_\_\_\_\_      **Budgeted Item:**  Yes  No  N/A

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## RECOMMENDED ACTION:

Provide staff with direction as it pertains to modifications of the Town's regulations on signs.

## SUMMARY:

At the February 26, 2013, Town Council Meeting, Council Member Stanton requested that staff agendaize the review of sign code standards. Her concern was directed toward the proliferation and the maintenance of signs, particularly temporary signage. Staff has prepared a presentation that will identify a variety of sign code issues to encourage discussion. The following is an outline of the presentation:

- Temporary Signs
  - ✓ Banners
  - ✓ Wind Sails/Feather Banners
  - ✓ Snipe Signs
  - ✓ A-Frames
  - ✓ Real Estate Signs
  
- Wall Sign Design Criteria
  - ✓ Channel Lettering vs. Can Signs
  - ✓ Signs Painted on Walls
  - ✓ Video/Changeable Copy Signs
  
- Non-conforming Signs
  - ✓ Pole Signs
  - ✓ Pylon Signs

- Off-site Directional Signage
  - ✓ Kiosk Signage (Similar to the Village Kiosk Program)
  - ✓ Billboards
  - ✓ Vehicle Wrapping
  - ✓ Bus Shelter Signage
  
- Freeway/Gateway Signage (Revenue Generator)