

**TOWN OF APPLE VALLEY  
TOWN COUNCIL/SUCCESSOR AGENCY**

**SPECIAL MEETING  
MINUTES – June 11, 2013**

**CALL TO ORDER:**

Mayor Emick called to order the Special Meeting of the Apple Valley Town Council/Successor Agency at 4:35 p.m.

Roll call was taken with the following members present:

**ROLL CALL:**

Present: Council Members: Cusack; Stanton; Mayor Pro Tem Bishop; Mayor Emick.  
Absent: Council Member Nassif

**PUBLIC COMMENTS**

Victor Martin, Apple Valley, spoke in favor of mobile billboards. He believed mobile billboards can be beneficial at election time as well as good advertising for businesses.

John Brown, Town Attorney, believed that mobile billboards are not currently permitted according to the Town of Apple Valley code.

Lori Lamson, Community Development Director, concurred with Mr. Brown.

***BUSINESS OF THE COUNCIL***

**1. Sign Code Review Workshop**

Lori Lamson, Community Development Director, presented a PowerPoint presentation to the Council regarding the sign code as well as issues surrounding the sign code. Ms. Lamson requested feedback from the Council with any recommended modifications to the sign code. Ms. Lamson stated the information she gathers will be taken to the Planning Commission for their review

**COUNCILMEMBER NASSIF ARRIVED AT 4:45 P.M.**

Ms. Lamson began the presentation with information regarding various signs including temporary signs, wall sign design criteria, non-conforming signs, off-sight signs, directional signs and freeway/gateway signs. While commenting on non-conforming signs, Ms. Lamson recommended an expiration date be established for any sign that no longer complies with the current code requirements.

Ms. Lamson commented on the technical issues surrounding video signs. She stated that video signs are silent in the code and need to be addressed. She also stated that the process for video signs is carefully reviewed by the Planning Commission.

Ms. Lamson also commented on Freeway/Gateway signs. She stated they are not currently addressed in the code but are a revenue opportunity.

Council Member Stanton thanked staff for the presentation. She asked that the Council receive a copy of the presentation to review. Council Member Stanton asked a series of questions regarding various signs including freeway, billboard signs, and pylon signs. She also commented on vehicle wrapping signs. She believed vehicle wrapping signs can be beneficial for advertising; however, she is concerned with having too many in Apple Valley and recommended caution when permitting. Council Member Stanton also expressed concern regarding canopy lighting. She would like staff to come back to the Council with information on the process for canopy lighting.

Ms. Lamson responded to concerns expressed by Council Member Stanton regarding canopy lighting. She clarified for the benefit of the Council and audience, that illumination issues that come from canopy lighting is addressed during the development process.

Jim Andersen, Code Enforcement Manager, commented on illumination issues that Code Enforcement has responded to in the past. He stated that corrections have been made without any problems.

Council Member Nassif commented on the kiosk signs located in the Village area.

Mayor Pro Tem Bishop asked a series of questions regarding the timeline for temporary signs. He also commented on pole signs. He felt they are existing / non-compliant. He stated he does not support vehicle wrapping signs. He also commented on freeway/gateway signs and said he'd like to see an item for a future meeting to further discuss. Mayor Pro Tem Bishop felt overall, the Town has a very good sign Ordinance.

Ms. Lamson responded to questions by Mayor Pro Tem Bishop regarding temporary signs. She clarified the requirements for these signs vary depending on special events. She also commented on vehicle wrapping signs. She stated that having a wrapping sign parked more than a day or overnight is not permitted. Ms. Lamson concurred with the comments by Mayor Pro Tem Bishop that freeway signs should be addressed with an Ordinance.

Council Member Cusack explained the reasons why he believed some signs such as vehicle wrapping signs and wall painted signs should not be permitted. He also felt that freeway signs should be addressed and included in the Ordinance for signs. He spoke in favor of video signs and explained the reasons why he felt the Town should promote these signs.

Council Member Nassif commented on how different style signs have changed advertising. He agreed with comments by Mayor Pro Tem Bishop that the sign code for temporary signs should be modified. He also felt wind banners should be used only for special events and not for day to day business. He believed wind banners should fall under temporary signs for special events only. Council Member Nassif asked a series of questions regarding video signs and human signs. He spoke in favor of side walk signs. He felt they are not as intrusive.

Mayor Emick expressed concern regarding various signs including temporary signs, wind sail signs and vehicle wrapping signs. He stated that he believed there are too many vehicle wrapping signs appearing in Apple Valley. Mayor Emick spoke positively regarding kiosk signs and believed they do well in Apple Valley.

Discussion ensued in an effort to clarify the existing sign code and the modifications proposed by the Council.

Ms. Lamson felt she received the clarification needed by the Council to take to the Planning Commission for further review of the sign code. She stated, and the Town Council concurred that a future meeting will be held with the Town Council for final review of the sign code.

**ADJOURNMENT**

**MOTION**

Motion by Mayor Pro Tem Bishop, seconded by Council Member Stanton, and unanimously carried, to adjourn the Special Meeting of the Apple Valley Town Council at 5:45 p.m.

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Curt Emick, Mayor

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La Vonda M-Pearson, Town Clerk