

MINUTES

TOWN OF APPLE VALLEY PLANNING COMMISSION Regular Meeting (Workshop) Wednesday, July 16, 2014

CALL TO ORDER

At 6:04 p.m., the Regular Meeting of the Planning Commission of the Town of Apple Valley for July 16, 2014, was called to order by Chairman Kallen.

ROLL CALL

Planning Commission

Roll call was taken with the following members present: Commissioner Jason Lamoreaux, Commissioner, Mark Shoup, Commissioner B.R. "Bob" Tinsley and Chairman Bruce Kallen. Absent: Vice-Chairman Doug Qualls

STAFF PRESENT

Carol Miller, Principal Planner; Pam Cupp, Associate Planner; Haviva Shane, Town Attorney and Debra Thomas, Planning Commission Secretary.

PLEDGE OF ALLEGIANCE

Commissioner Tinsley led the Pledge of Allegiance.

1. APPROVAL OF MINUTES

- A. Minutes for the Regular Meeting of June 4, 2014

Motion by Commissioner Shoup, seconded by Commissioner Lamoreaux, to approve the Minutes for the Regular Meeting of June 4, 2014, amending Page 1-6, under Planning Commission Comments deleting the term "June 21, 2014" and replacing it with "May 21, 2014".

Motion carried by the following vote: Ayes: Commissioner Lamoreaux, Commissioner Shoup, Commissioner Tinsley and Chairman Kallen. Noes: None. Absent: Vice-Chairman Qualls Abstain: None.

PUBLIC HEARING ITEMS

2. **Temporary Real Estate Signs.** A discussion of development standards and permitting requirements for temporary real estate signs within the Town of Apple Valley, which may result in a proposed Development Code Amendment.

Applicant: Town of Apple Valley

Location: Town-wide

Chairman Kallen opened the public hearing at 6:06 p.m.

Ms. Pam Cupp, Associate Planner, presented the staff report as filed by the Planning Division.

Ms. Haviva Shane, Town Attorney, stated on the record for the public's benefit, that none of the members of the Planning Commission appear to have any conflict of interest concerns pertaining to the item before the Commission tonight.

PUBLIC COMMENTS

Ms. Keri Leon, Agio Real Estate, Apple Valley CA expressed her concerns and requested clarification on a number of the changes proposed pertaining to the temporary real estate regulations.

Mr. Don Jensen, Century 21 Rose Realty, Hesperia, CA. recommended a number of flags posted for an open house and wanted clarification on height restrictions for a marquee-type sign.

Mr. Cecil Volsch, Real Estate Broker, Apple Valley, CA requested that clarification be written in the Code about sign riders.

Ms. Lori Hitt, Agio Real Estate, Apple Valley, CA suggested an area greater than one (1) mile to post open house signs in order to direct traffic to that neighborhood.

Mr. Steve Alldis, Real Estate Broker, Apple Valley, CA explained the use of sign riders.

Ms. Janie Phillips, Century 21 Fairway Realty, Apple Valley, CA provided statistics comparing the decline in sales and explained to the Planning Commission that signs are the best marketing tool.

The Planning Commission took this opportunity to review Development Code Section 9.74.160 Temporary Real Estate Signs, section-by-section and line-by-line with the following direction provided to staff:

- A.1. "Signs shall be removed within ten (10) days following the close of escrow or completion of the rental or lease has been accomplished or once the Multiple Listing Service no longer identifies the property as available (or the property is not otherwise sold or leased)."
- A.3. Strike this language.
- A.4. Strike this language.
- A.5-7 Reword this section's language and consolidate these three (3) sections into one (1).
- B.1. "A maximum of one (1) temporary, on-site, free-standing sign per street frontage may be allowed for a parcel in any district, with a six-hundred (600) foot separation on the same parcel with no more than two (2) signs per parcel."

- B.1.a. “The maximum area of any sign shall be six (6) square feet and the maximum height shall be six (6) feet for residential parcels. Signs for vacant commercial and industrial parcels, then as described in paragraphs b, c, and d, which follow.”
- B.1.d. Add language to this section identifying that it is subject to the Uniform Building Code guidelines and only dictates commercial and industrial zones along major arterials.
- D.2. Direct staff to come up with language addressing banner sign deviations with no banners allowed in residential zones.
- D.3. Strike this language.
- Directed staff to add language identifying a five (5)-foot setback for commercial property signs preventing signs from block blocking an entrance or exit.
- E.2.a. “Four (4) flags, per street frontage with a maximum area of three (3) square feet each and a maximum height of six (6) feet, may be allowed on the lot where the open house is conducted.”
- Directed staff to bring back language addressing signs for golf course residential properties.
- Directed staff to bring back language addressing marquee signs relating to multi-tenant buildings.
- Directed staff to bring back language addressing swing signs.

Members of the public provided additional input on some of the proposed changes to the Development Code as they relate to Temporary Real Estate Signs, This prompted extensive discussion among the public, and Planning Commission regarding general requirements, on-site freestanding signs, window signs, wall signs, open house directional signs and temporary on-site open house signs.

PUBLIC COMMENTS

The following members of the public took this opportunity to ask questions regarding “For Sale” signs, additional types of signs and what, if any, notice of violations would be issued if signs were not removed after the required timeframe.

Ms. Keri Leon, Agio Real Estate, Apple Valley CA
Ms. Janie Phillips, Century 21 Fairway Realty, Apple Valley, CA
Mr. Don Jensen, Century 21 Rose Realty, Hesperia, CA
Mr. John Conley, Apple Valley, CA
Mr. Cecil Volsch, Real Estate Broker, Apple Valley, CA
Mr. Jack Harrison, Apple Valley, CA
Ms. Lori Hitt, Agio Real Estate, Apple Valley, CA

Chairman Kallen closed the public hearing at 8:02 p.m.

MOTION:

Motion by Commissioner Shoup, seconded by Commissioner Lamoreaux, that the Planning Commission move to:

1. Bring this item back to the Planning Commission as an advertised Public Hearing.

ROLL CALL VOTE

Ayes: Commissioner Lamoreaux
Commissioner Shoup
Commissioner Tinsley
Chairman Kallen

Noes: None

Abstain: None

Absent: Vice-Chairman Qualls

The motion carried by a 4-0-0-1 vote.

PUBLIC COMMENTS

Janie Phillips, Century 21 Fairway Realty, Apple Valley, CA believed the Sign Code Amendment was based on a visual assault in the community and would like the Planning Commission to keep all of it in mind when considering any windmill issue.

PLANNING COMMISSION COMMENTS

Commissioner Tinsley appreciated everyone who came out for the Planning Commission workshop and provided input.

Commissioner Lamoreaux told the realty board they did a great job.

Chairman Kallen stated it was nice to be able to interact with people at the meeting who had an interest in the topic and were able to exchange ideas with each other.

Chairman Kallen congratulated Ms. Carol Miller, Principal Planner on her first meeting in her new official capacity.

STAFF COMMENTS

None.

OTHER BUSINESS

None.

ADJOURNMENT

Motion by Commissioner Tinsley, seconded by Commissioner Lamoreaux, and unanimously carried to adjourn the meeting of the Planning Commission at 8:07 p.m. to the Regular Meeting on August 6, 2014.

Respectfully Submitted by:

Debra Thomas
Planning Commission Secretary

Approved by:

Chairman Bruce Kallen