



# TOWN OF APPLE VALLEY

## TOWN COUNCIL STAFF REPORT

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**To:** Honorable Mayor and Town Council      **Date:** April 14, 2015  
**From:** Lori Lamson, Assistant Town Manager      **Item No:** 5  
**Subject:** INITIATION OF A DEVELOPMENT CODE AMENDMENT REGARDING  
TEMPORARY POLITICAL SIGNS AND DIGITAL ADVERTISING  
DISPLAYS

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

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### RECOMMENDED ACTION:

Initiate a Development Code Amendment and forward this issue to the Planning Commission for discussion and a recommendation by the Planning Commission that will be returned to the Council for consideration.

### SUMMARY:

During last November's election, concerns were raised regarding the Town's existing temporary political sign regulations. Issues brought up included the number of signs that may be posted on a single lot. Consideration should also be given to when a temporary sign permit would be required, since the Code does not specifically address the need for permits when installing temporary political signs.

Modifications may be required to the Town's regulations concerning digital advertising displays. Staff has been notified by the Town Attorney that our digital display regulations may conflict with case law because of the discretionary review under the Development Permit process. It is recommended that our Code be modified to eliminate any discretionary review relative to digital advertising displays. Additional development standards should be crafted to ensure sign compliance with the law and protect the Town from future litigation.

Staff will evaluate the issues, and with assistance from the Town Attorney, provide suggestions and alternatives to the Planning Commission for consideration. The recommendation of the Planning Commission will be returned to the Council for consideration.

### FISCAL IMPACT:

Not Applicable