TOWN OF APPLE VALLEY. CALIFORNIA

AGENDA MATTER

Subject Item:

PUBLIC NOTICING FOR THE GENERAL PLAN ADVISORY COMMITTEE MEETINGS

Summary Statement:

In January 2008, the General Plan Advisory Committee (GPAC) commenced its discussions regarding the update of the Land Use Element of the General Plan. Since January there have been six (6) meetings. The GPAC has completed its review of the Goals, Policies and Programs for the Land Use Element. At the most recent meeting on April 14, 2008, the GPAC commenced discussions regarding the Land Use Map, including specific focus areas throughout Town. At its April 14th meeting the GPAC raised a concern about the noticing process for the Town residents, specifically the numerous property owners that may be affected, due to land use changes to their property, or to neighboring properties. The GPAC determined that providing large advertisements on several occasions, in the Daily Press, would be appropriate to notify Apple Valley property owners of the important discussions the GPAC will be conducting regarding the land uses of a very large portion of the Town. The GPAC directed staff to forward these concerns to the Town Council, requesting that the Council allow staff to provide one full-page advertisement on at least two (2) occasions in the newspaper publicizing the upcoming meetings of the GPAC.

In the advertisement, the GPAC would like to see the focus areas illustrated, including a narrative of each area. The advertisement should encourage land owners and concerned residents in these areas to be aware of the GPAC discussions and recommendations being made to the Planning Commission regarding the future development of large portions of the Town.

There will be approximately two (2) more GPAC meetings and two (2) joint GPAC Planning Commission meetings between April 28th and June 18th. Additional GPAC meetings may be scheduled between April 29th and June 2nd depending on how much time is required to complete the review of the Land Use Map.

Recommended Action:

Appropriate the necessary funds and provide direction to staff on the method for noticing the public of the upcoming General Plan Advisory Committee Meetings.

Proposed by:	Planning Division	Item Number
Town Manager Approval:		Budget Item ⊠ Yes □ No □
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The cost for a full page advertisement in the Daily Press varies from weekday publishing cost of \$2,232.00 and a Sunday publishing cost of \$2,709.00. Since Sunday readership is the highest, it would be appropriate to have at least one advertisement in the Sunday edition. This cost was not budgeted in the current 2007-2008 budget.

Publishing a full-page advertisement more than once would be more cost effective and timely than sending out certified notices to all the property owners within the Town (29,542 parcels) at a cost of \$153,914.00, or regular mail at a cost of \$12,112.00.