

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

POLICY TO ALLOW LIMITED OFF-SITE SIGNAGE FOR ELIGIBLE SPECIAL EVENTS

Summary Statement:

The Town's sign code does not provide for any off-site signage for special events occurring within the Town of Apple Valley, other than for those events directly produced by Town staff.

At Council request, staff has drafted a policy that would allow such signage on a limited basis, expanding eligibility to include events co-sponsored by the Town.

The attached policy outlines identifies potential locations throughout Apple Valley where signs may be installed. Size limitations of 24-square feet conform to existing codes, and signs may be up for no more than 21 days prior and seven days after the event.

Ultimately, the full implementation of this policy will include the installation of metal sleeves in the ground, capped when not in use. This will insure exact placement each time and forego the necessity for Digalert after the initial installation. At this time, this is an unbudgeted item, so any requesting agencies will be given Digalert instructions to place the signs themselves, based on specific diagrams of the chosen locations.

(Continued on next page)

Recommended Action:

Approve Off-site Signage Policy.

Proposed by Kathie Martin, Mrkting & Public Affairs Officer Item Number _____

T. M. Approval: _____ Budgeted Item Yes No N/A

POLICY: Off-site signage for special events

PURPOSE: To provide an opportunity for non-profit organizations conducting special events in Town limits to gain greater exposure for their events, and to make our citizens more aware of the recreational, cultural and fitness opportunities available to them.

ELIGIBLE EVENTS: To be eligible for off-site signage under the terms of this policy, the events must be sponsored in whole or in part by the Town of Apple Valley. The sponsorship could be through cash donations or in-kind support services.

Per Council policy, the following criteria have been established for consideration of non-Town event sponsorship, including fee waivers.

1. Events must meet the following criteria:
 - a. Occur within the Town boundaries and be open to the general public
 - b. Provide a benefit in terms of recreation, entertainment, health, community service, or other as deemed acceptable
 - c. Promote “A Better Way of Life” in Apple Valley and be appropriate for Town sponsorship, i.e., suitable for a family audience.
 - d. Fill an unmet need in the community, and not duplicate an event already on the Town event calendar

SIGN LOCATIONS

The following locations are proposed locations offsite signage may be installed. Locations may change. Each location has been precisely identified and prepared. Metal sleeves have been placed in the ground with marked caps covering them. The sleeves will accommodate a 4 x 4 sign post to a depth of 24 inches.

- Lion’s Park
- NWC Wakita/Outer Highway 18
- NEC Yucca Loma/Apple Valley Road
- Narrows – north side, west of Wiki
- NEC Tao/Highway 18
- SWC Rancherias/Highway 18
- NEC Central/Highway 18
- NWC Central/Bear Valley

- Civic Center Park (Fence banner only. Only for events taking place at Civic Center Park)
- Bear Valley/Mojave River

ALLOWED SIGNAGE:

A maximum of five (5) signs may be installed per event, with a maximum of one (1) sign per location. The sign face shall not exceed twenty-four (24) square feet. The post locations have been designed to accommodate a sign that is six (6) feet wide. The top of the sign shall not exceed six (6) feet in height when installed. Signs may be single sided, double-sided, or may have two separate signs mounted on either side of the posts.

CONSTRUCTION GUIDELINES:

Signs must be constructed of materials that will stand up to the typical weather that may be encountered in Apple Valley. Sign face must be professionally printed (no hand-written or stenciled signs). As an alternative, heavy-duty professionally printed banners may also be used, and should be attached to the poles via construction-grade eye bolts or similar hardware.

TIMEFRAME FOR POSTING:

Signs may be posted a maximum of 21 days prior to the event, and must be removed within 7 days afterwards.

Exceptions: The sign locations will be scheduled to provide the best and most equitable opportunity to any eligible event. In some instances the allowable time before or after the event may be shortened as needed to accommodate events that are scheduled close together.

Priority: Official Town of Apple Events receive first priority for use of any sign locations.

PROCEDURE:

Applicant will complete the Offsite Signage Permit application a minimum of 30 days and a maximum of 180 days prior to desired installation date.

If required for the event, any special event permits, facility use agreements, fee waiver requests or other necessary permitting must be completed and approved prior to approval of the Offsite Signage Request.

Staff will review requested locations and approve or amend as needed.