

**TOWN OF  
APPLE VALLEY, CALIFORNIA  
AGENDA MATTER**

**Subject Item:**

**PROPOSED SIX (6) MONTH MORATORIUM RELATING TO THE TOWN OF APPLE VALLEY SIGN CODE**

**SUMMARY STATEMENT**

Apple Valley has seen a significant amount of commercial development in the last half-decade. This growth is due in part to the collaborative efforts between the Town, the development community and the community at-large. Per Town Council direction, the Code Enforcement Division has been very pro-active in addressing signage issues within the Town of Apple Valley. Although we are meeting our goal, and the Town has the most attractive signage in the Victor Valley, we may become the victim of unintended consequences: a reduction in sales tax revenue due to the significant downturn in the economy.

Currently, the Town is very restrictive on the display of temporary signage to promote business activity. With the economy deteriorating and retail sales falling, our sign code provisions currently prohibit retail business owners/operators from displaying temporary signage on private property to draw attention to their businesses. In short, we are not lending a hand in helping our businesses promote themselves to maintain or improve their retail sales. Ultimately, this affects our sales tax revenues. Staff believes that it is appropriate to revisit this particular issue regarding signage at this time.

Given the extraordinary downturn in the economy, Staff recommends that the Town Council consider a six (6) month moratorium on the enforcement of the placement of temporary signs on private property of retail business establishments during business hours. It is further recommended that Council review the language of the sign ordinance to investigate the possibility of some specific relief for retail business activity that helps to promote our retailers. At the end of six months, the Town Council may revisit this item to determine if further action is necessary.

**Recommended Action:**

That the Town Council approve a six month moratorium on the enforcement of the placement of temporary signs on private property of retail business establishments during business hours, and authorize the Town Manager to take all necessary steps to implement this action.

Proposed by: Frank W. Robinson, Town Manager

Item Number: \_\_\_\_\_

T. M. Approval: \_\_\_\_\_

Budgeted Item  Yes  No  N/A