

MAMMOTH LAKES BOARD OF REALTORS, INC.

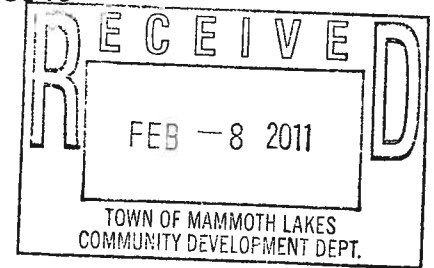
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February 7, 2011

TOWN OF MAMMOTH LAKES
PLANNING COMMISSION

VIA HAND DELIVERY

RE: Temporary Real Estate Signage



Dear Commissioners and Town Staff:

We have reviewed the proposed sign ordinance for the Town of Mammoth Lakes regarding temporary real estate signage (i.e. open house signs).

We are concerned about the verbiage which states that "no real estate signs are to be placed in Town of Mammoth Lakes right of ways". This will greatly impact local real estate agents' ability to place open house signs effectively to guide potential buyers to open house properties.

We appreciate that you have expanded the numbers of signs that can be placed for an open house from 4 to 5, however, it would be highly desirable for that limit to be 6. There is a desire within the real estate community to be able to have a 7 sign limit per open house and we have mitigated that to 6; 1 on-site and 5 off-site. In most cases, agents will most likely only place 4 or so, since it is time consuming and not every property needs that many directional signs.

Temporary signs for open houses should be stipulated to remain up only between 4 to 8 hours within a day and cannot exceed the 8 hour time limit, disallowing leaving them up over night, or that particular brokerage could be liable for a fine. As these signs are fairly expensive, it is unlikely in most cases, that realtors would leave them out overnight. Many recent cases of such incidents that we have noted have been placed by an out of area agent or two and we do what we can to monitor such activities.

Additionally, we appreciate that you have expanded the size of on-site commercial signage to 12 square feet, however, we are concerned that this measurement does not include the structural aspect of such. The structure holding the sign needs to be included in and within this 12 square feet. Structure is not mentioned in this current proposed ordinance verbiage. There should be a basic minimum for the structure, including such things as appurtenances, ropes, etc. It is also a concern and question concerning larger commercial signs, can they be attached to a building, or is it up to the CC&R's only?

Also, we would request that the Town adopts an administrative review process for subsequent approval or denial of such commercial signs that are semi-permanent and yearly inspection of each to make sure they do not become an eyesore.

As you know, real estate commerce in Mammoth Lakes is a major portion of the Town's overall economy. Potential buyers of real estate fuel the local economy with property tax, transient occupancy tax and creates commerce for the Town and its businesses. We need to be able to guide them appropriately. It is our opinion that it is good business for the Town to work with the real estate community to make this temporary open house signage ordinance work operationally and aesthetically for all those concerned.

Very truly yours,

Debbie Barlow
Administrative Executive
on behalf of the Mammoth Lakes Board of Realtors Board of Directors

