

10-0051

TEXT AMENDMENT

RZ10-03

Text Amendment regarding real estate directional signs for agent caravans.

Brad Townsend stated that this is a proposed text amendment to allow for a temporary sign in conjunction with a real estate caravan. These are to meet all of the current requirements that the city of Roswell has for real estate signs but would be allowed to be put out on Monday after 6 p.m. and would have to be picked up by 5 p.m. on Tuesday. These are to help the real estate market caravan locations to the homes on the Tuesday when different real estate agents are allowed to go into homes to see the product and then understand that and try to market it to potential buyers.

Loren Conrad clarified that the only change to current ordinance is to add this paragraph 10 that accommodates caravans. Brad Townsend stated that was correct.

Cheryl Greenway stated that she thinks it is important to note that this is not just allowing the caravans; it is allowing them for a certain day and time. She thinks that is the importance of this. It is not changing the rules that are there it is just saying that one could also do this for this time period. Brad Townsend stated that was correct.

Laura Light asked Brad Townsend if the city did not allow the caravan signs in the past. Townsend stated that it did not. The city only allowed the weekend signs to be put out. Light clarified that the caravan signs that have been out, they have just sort of haven't caught them. Light asked Townsend to give her a rationale into the time limit of 6 p.m. on Monday. Where did that number come from other than the proverbial hat? Brad Townsend stated that this came from the actual real estate industry. A representative emailed this to a council person indicating that this was the appropriate time frames that they would deal with in the industry for placement of these signs to be out in the community.

Sarah Winner stated that it is standard for all real estate agencies on Tuesdays to say that here is all of the new properties that they have listed. Please go around and take a look at them. So by saying Monday they are basically saying that they can set up Monday night for the caravans on Tuesday and then take the signs at the end of the day on Tuesday.

Laura Light stated that she understands that. She is just wondering if 6 p.m. and it is winter and one is putting signs out...she is wondering where that 6 p.m. came from. And if it came from someone in the real estate profession, that is great. Brad Townsend stated that is where it came from.

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Light stated that if she were in real estate she would be happier to see it at 3 p.m. on Mondays. But if that is what they have provided the city then she will not argue with that. Brad Townsend stated that the city of Roswell didn't create it for them.

Tom Wilson clarified that these signs can only be placed on properties with the expressed written permission of the property owner. Brad Townsend stated that was correct. That is what they are hoping.

Sarah Winner asked how this pertains to homeowners' associations, which prohibit real estate directional signs. She knows that has been a real headache for a lot of the homeowners' associations where the Realtors want them. Does this trump homeowners' association rules? Brad Townsend stated that it did not. Winner clarified that in the neighborhoods that say "no real estate directional signs and caravan signs"; this is not going to change that. Brad Townsend stated that was correct.

Tom Wilson clarified that it would still be the homeowners' association's responsibility to police that. Brad Townsend stated that was correct. Sarah Winner stated that they do usually.

Hearing no further comments for staff, Susan Baur asked if there was anyone from the public who would like to speak in favor of or in opposition to this text amendment.

Brad Townsend stated that he wanted to state for the record that the gentleman from the Atlanta Realtor Association did call him this afternoon. He had a prior commitment and was not able to be here this evening, but did want Townsend to voice his approval and support of this proposed text amendment.

Laura Light stated that if it were Monday night she knows he would be out putting up signs because he can't do it until 6 p.m. Light guessed that he was taking them down.

Susan Baur stated that the Commission will now close the public hearing portion of the meeting. She asked if there was any further discussion or is there a motion.

Motion

Loren Conrad made a motion that the Commission approve RZ10-03 Text Amendment as written. Laura Light seconded the motion. The motion passed unanimously. This will go forward to mayor and city council next month.

