

Real Estate Open House Signs... If you abuse we all will lose!

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It was brought to the Board's attention that local government and indeed many citizens are getting fed up with the over-the-top use/misuse of Open House directional signs. If we do not reign in ourselves it will be done for us; and if it is imposed upon us by government you will find it to be much more restrictive, indeed prohibited, than if we embrace the professional and prudent self-restraint measures as articulated in the eight points set out below.

The Tahoe Sierra Board of Realtors® has met with the Town of Truckee community development department staff, and has set out a mutual agreement to allow for open house signs when deployed in a reasonable fashion. While these agreements were triggered by Town complaints, the concerns are valid for TSBOR's entire service area (i.e., Placer County, El Dorado County, Nevada and Sierra Counties). As such, we urge all Realtors®, regardless of the jurisdiction in which they operate, to comply with these good faith efforts to balance our marketing/commerce needs with public safety and visual intrusion concerns. Please follow/comply with this series of eight points associated with the appropriate use/placement of temporary "open house" directional signage. The eight-point series of limitations upon the use/placement of temporary "open house" directional signs are as follows:

- A) Do not place signs in the asphalt section of the public right-of-way, to include designated paved pedestrian or bicycle lanes of travel.
- B) No portion of such a sign should encroach onto the paved surface.
- C) Do not place such signs on other people's private property without their expressed consent.
- D) Do not leave temporary signs up overnight, or beyond the time the "open house" is active (i.e., available for public viewing).
- E) Do not place signs recurrently along the same stretch of roadway; deploy them only at points that require the interested party to change direction (e.g., at street corners / intersections leading the person to the property)
- F) Do not attach objects (e.g., balloons, banners, streamers...) to directional signs; these 'add-ons' can encroach into the public right-of-way and/or create a visual impediment to travelers.
- G) Do not attach lights, massively reflective materials, or other symbols that could confuse or distract motorists, and/or create a hazard associated with undue attention being drawn away from the roadway.
- H) Do not use "open house" or "ski lease" type signs in front of the real estate office (business interest) to direct interested individuals to enter the business office, as opposed to directing the interested party to an actual "for-sale" or "for-lease" property. One must obtain a use permit from the Town of Truckee to utilize such sandwich type "open..." signs that front a commercial/office/retail business.

It is further understood that recurrent or systemic abuse of these principles (A-H) would compel the Town to act upon a Town-wide prohibition of such signs within the public right-of-way. This is in no one's best interests; as such, we will collaborate strongly with all concerned parties to

ensure that such an adversarial environment does not emerge. TSBOR's role is to be one of ongoing education of the general membership, and doing whatever outreach we can as a Board to address bad actors or negative trends before they become commonplace. Government's role is to be mainly one of enforcement, with outreach to the Board of Realtors® when issues, concerns, or complaints arise.

Let's work together to ensure that this vital aspect of real estate marketing is not taken away. Please inform yourselves, your officemates, and any folks who might be engaging in unsafe/imprudent sign placement practices. Thank you for your support.

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