



July 21, 2006

Mr. John McLaughlin, Director
Community Development Department
The Town of Truckee
10183 Truckee Airport Road
Truckee, CA 96161

Re: Letter of agreement/understanding associated with the placement of "open house" directional signs.

Dear Director McLaughlin:

This correspondence is intended to set our oral agreements in writing, as arrived at during our productive meeting of July 20, 2006. Additionally, we extend our thanks for the friendly and receptive atmosphere you have created throughout your office. The personable and yet highly professional approach seen throughout your ranks speaks volumes for the Town's commitment to community service. We anticipate that this renewed understanding will serve both our members' interests and the Town's interests well into the future.

Our organization, the Tahoe Sierra Board of Realtors®, came to the table with a series of seven points associated with the appropriate use/placement of temporary "open house" directional signage. In conversation with Town staff during this meeting, an eighth point was added by mutual agreement. The revised 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.

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- 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 you 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. The Town's role is to be mainly one of enforcement, with outreach to the Board of Realtors when issues, concerns, or complaints arise.

TSBOR will disseminate these open house sign guidelines recurrently through various outreach opportunities. These may include, but are not limited to: e-mail broadcasts to the general membership, posting on the Board's website, announcements at the Truckee and Tahoe MLS tours, presentations at various members office meetings, mailings/inserts with other written materials, at Designated Realtor® / Broker breakfast events, general membership meetings and the like.

If you would favor us with a return correspondence, confirming that our articulation of the points of agreement provides an accurate and complete representation of the mutual understanding achieved during our face-to-face meeting of Thursday, July 20, 2006, it would be deeply appreciated.

Sincerely,



Paula Erle, President
Tahoe Sierra Board of Realtors®, Inc.

cc: Mr. Tony Lashbrook, Town Manager
Ms. Debra DeVenzio, Code Compliance Officer
Ms. Sue Ruane, Executive Vice-President, TSBor
Mr. Al Colhoun, President, Multiple Listing Service

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