

TOWN OF
QUEEN CREEK
ARIZONA

TA12-033
Home Builder Sign Plan

Town Council
July 18, 2012



Background

- November 2011 the Town Council amended the sign ordinance to delete “weekend directional signs” and replace them with “sign kiosks”.
- Mr. Jackson Moll of the Home Builders Association of Central Arizona requested the Town consider development of a homebuilder sign program, as has been done in other communities
- Ms. Debbie Oleskow has been working with homebuilders and staff on a propose change



Weekend Directional Sign



Sign Kiosk



Current Ordinance

- Article 6.16 of the Zoning Ordinance regulates temporary real estate signs
- Home builder signs included in several paragraphs in Article 6.16 Sign Regulations



Proposed Change

- Reviewed other communities
 - Gilbert and City of Maricopa
- Proposed Home Builder Sign Plan
 - Revise Article 6.16 Sign Regulations to add a Paragraph D. which would combine all temporary sign provision in one location
 - The Home Builder Sign Plan to be approved in conjunction with the model home sales complex



Home Builder Sign Plan

- One subdivision sign per arterial street frontage – 12’ in height, 48 square feet including “sign rider” panels (currently 8’ and 32 square feet)
- One model home location sign – 12’ in height and 48 square feet including “sign rider panels”, for each model home location (currently 8’ and 32 square feet and assumes only one model location)



8' Subdivision Sign Without Sign Rider Panels



8' Subdivision Sign With Sign Rider Panels



12' Subdivision Sign Alternative Design



12' Subdivision Sign With Rider Panels



Model Home Complex Sign



Model Home Complex Sign



Home Builder Sign Plan

- One flag pole 60' in height per model home complex location (45' currently)
- Builder attention flags:
 - 15' in height and 15 square feet in area
 - 5 flags per model home in complex
 - 20' separation between flags
 - Each model home complex allowed 5 flags per model home

(Currently allow flags 6 square feet, unlimited number)



Flagpole Heights Increased to 60 Feet



Home Builder Attention Flags



Home Builder Attention Flags



Attention Flag



Home Builder Sign Plan

- Two off-site directional signs 6 square feet each (currently allowed - clarification of current wording)
- Two model home complex directional sign (new)
 - 6 square feet, 4 feet in height
 - Directions to parking, other model complexes in the subdivision, etc.



Two Off-site Directional Signs



Model Complex Directional Sign



Model Home Directional Sign



Home Builder Sign Plan

- One on-site future development sign per arterial street frontage (new)
 - 8' in height, 32 square feet
 - To provide the name and contact information of the future homebuilder
 - Installed in advance of the sign plan, with documentation of property ownership
 - Permitted for 1 year, or until approval of a Home Builder Sign Plan, whichever occurs first



Summary

- Comparable to Gilbert and City of Maricopa
- Requirements combined in one area
- Responds to home builder concerns
- Mostly revisions of current standards



Homebuilder Support

- Letters of support have been received from:
 - Blandford Homes
 - Fulton homes
 - Mint homes
 - Pulte Homes
 - William Lyon Homes
 - Home Builders Association of Central Arizona



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Thank You

Questions?

