



## TA12-033 Home Builder Sign Plan

Town Council
August 15, 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



### July 18 Council Concerns

- The number and spacing of Builder attention flags - 5 per model home and 20' between flags
- The total number of signs per model home complex
- Sign locations for multiple model home complexes in larger subdivisions
- Signage locations for multiple builders within a large project like Church Farm



### Responses to Concerns

- The draft ordinance has been revised to:
  - Include a definition for a model home complex
  - Add a requirement for a Comprehensive
     Sign Plan for all master planned
     communities or subdivisions with two or
     more model home complexes
  - Add a definition for a "sign rider panel"
  - Not allow sign rider panels



### **Proposed Change**

- Proposed Home Builder Sign Plan
  - Revise Article 6.16 Sign Regulations to add a Paragraph B.7.d. which would combine all temporary sign provision in one location
  - A Home Builder Sign Plan to be required in conjunction with approval of a model home complex



## Subdivision Sign Comparison

## **Current Requirement**Per Subdivision

- 1 sign per arterial street frontage
- Sign not to exceed 32 square feet or 8' in height
- 2 off-site directional signs 6 s.f. each

#### **Proposed Change**

#### **Per Subdivision**

- 1 sign per arterial street frontage
- Sign not to exceed 48 square feet or 12' in height
- 2 off-site directional signs 6 s.f. each
- "Coming soon" sign
  - 1 sign per arterial street frontage
  - Not to exceed 32 s.f. or 8' in height
  - Permitted for 1 year



## 8' Subdivision Sign Without Sign Rider Panels





## 8' Subdivision Sign With Sign Rider Panels





## 12' Subdivision Sign





## Model Home Complex Sign Comparison

#### **Current Requirement**

## Per model home complex

- 1 sign per model home complex
- Sign not to exceed 32 square feet or 8' in height

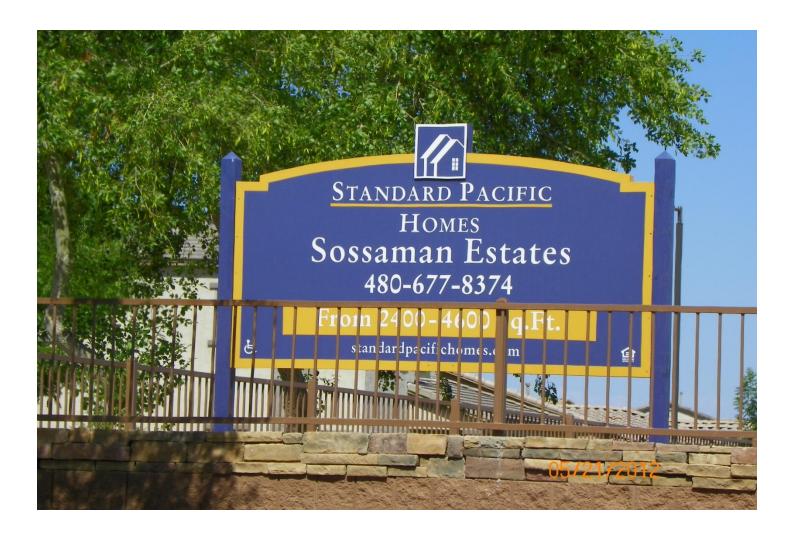
#### **Proposed Change**

## Per model home complex

- 1 sign per model home complex
- Sign not to exceed 48 square feet or 12' in height



## 8' Model Home Complex Sign





## 12' Model Home Complex Sign





## Model Home Complex Sign Comparison

#### **Current Requirement**

## Per model home complex

- 1 flag pole
- 45' in height

#### **Proposed Change**

## Per model home complex

- 1 flag pole
- 60' in height



# Flagpole heights to be increased from 45' to 60'





## Model Home Complex Sign Comparison

#### **Current Requirement**

## Per model home complex

- Flags and pennants
- Number and height unlimited
- 6 square feet in area

#### **Proposed Change**

## Per model home complex

- Builder attention flags
- 15 square feet in area
- 15' in height
- 5 per model home



## Model Home Flags





## **Builder Attention Flag**





## **Builder Attention Flags**





## Model Home Complex Sign Comparison

#### **Current Requirement**

## Per model home complex

Not included

#### **Proposed Change**

## Per model home complex

- 2 directional signs
- 6 square feet in area
- 4' in height



## Model Complex Directional Sign





### Comprehensive Sign Plan

- A comprehensive sign plan would be required for all master planned communities and subdivisions with more than one model home complex
  - The plan would develop a unique design theme reflecting the design standards for the project
  - Establish locations for the signs for the subdivision and each model home complex
  - Would allow the same number of signs as for individual model home complexes – but possibly in alternative locations
  - Avoid overconcentration of signage at highly visible locations



# Total Subdivision and Model Home Sign Comparison

#### **Current Requirement**

#### **Total Square Footage**

#### Subdivision

- 32 s.f. identification per arterial frontage
- 12 s.f. off-site directional

#### Model Home Complex

- 32 s.f. identification
- 45' flag pole
- Flags and pennants unlimited

#### **Proposed Change**

#### **Total Square Footage**

#### Subdivision

- 48 s.f. identification per arterial frontage
- 12 s.f. off-site directional
- 32 s.f. coming soon per arterial frontage

#### Model Home Complex

- 48 s.f. identification
- 60' flag pole
- 75 s.f. 5 attention flags per model
- 12 s.f. directional signs



### Summary

- All subdivision and model home signage requirements combined in one area
- Responds to home builder concerns
- Mostly revisions of current standards
- Expands the use of Comprehensive Sign Plans to include signs for subdivisions and model home complexes



### 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





#### Thank You

Questions?

