

TOWN OF
QUEEN CREEK
ARIZONA

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



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Thank You

Questions?

