

TOWN OF
QUEEN CREEK
ARIZONA

TA11-067
Off-site Temporary
Real Estate Signs

Town Council

November 16, 2011



Background on Directional Signs

- Long standing interest in providing directional signs to local facilities and destinations for the public unfamiliar with the Town
 - August 2009 presentation to the Town Center Committee
- Staff was asked to review alternatives and programs used in other communities and develop alternatives for consideration



Off-site Sign Background

- The Town currently allows off-site temporary real estate signs in the right of way – 10 signs, 6 sq.ft., Friday to Monday for subdivisions being developed within the Town
- Continuing concern regarding the number and placement of off-site temporary subdivision signs in the right-of-way
- Interest in combining Town directory signs with developer directional signs



Prior Actions

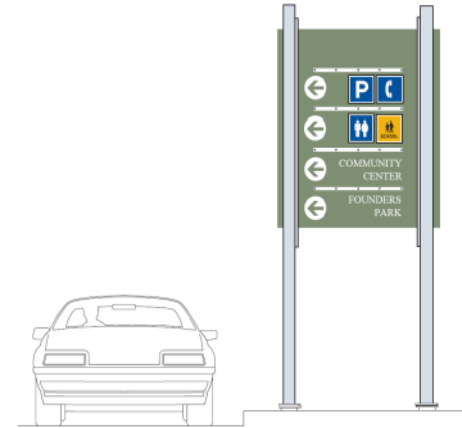
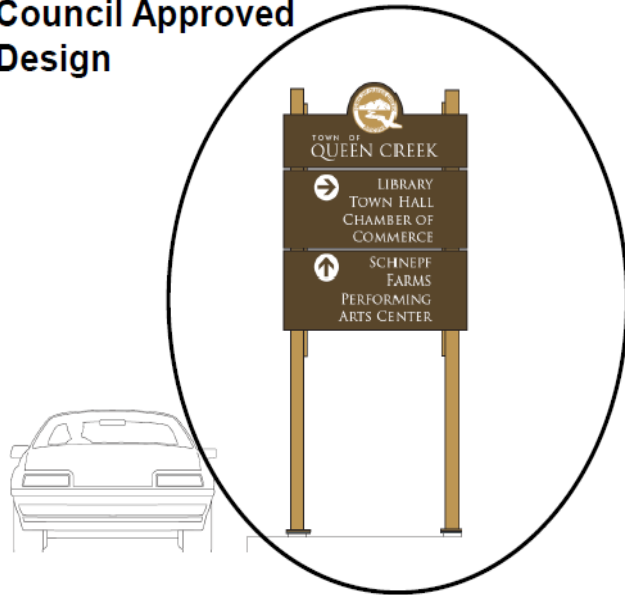
- August 2009 - Direction to staff to expand the program to include additional destinations and real estate directional signs
- July 2010 - presentation to the Town Council on directional signage for Town and subdivisions
- November 2010 - contract with National Sign Plazas approved, including both Town and temporary off-site real estate signs



Town Sign Plazas

Vehicular Oriented Directional Signage

Council Approved Design



Homebuilder Sign Plazas

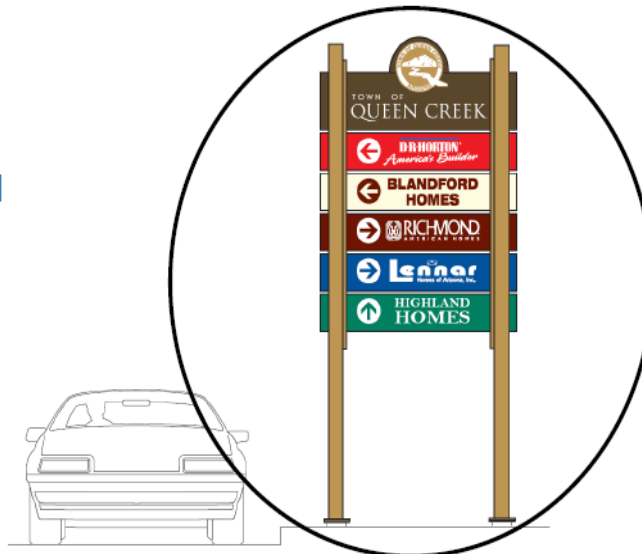
Homebuilder Sign Designs



1. SIGNAL - HOMEBUILDER DIRECTIONAL SIGN
Not to scale.



Council Approved
Design



Weekend Off-site Temporary Directional Sign



11/13/2011

Proposed Change

Article 6.16.B.8

- 8. TEMPORARY OFF-SITE DIRECTIONAL REAL ESTATE SIGNS.**
TEMPORARY OFF-SITE DIRECTIONAL REAL ESTATE SIGNS MAY BE PLACED IN AN APPROVED SIGN PLAZA LOCATED IN THE RIGHT-OF-WAY.



New Sign Plaza Definition

Article 6.16.0 – New definition

SIGN PLAZA. A PERMANENT FREESTANDING SIGN CONTAINING MULTIPLE SIGN PANELS WHICH PROVIDE DIRECTIONAL INFORMATION TO LOCATE PUBLIC FACILITIES, SUBDIVISIONS, SERVICES AND ATTRACTIONS



Outreach

- Letter to all current homebuilders in Town
 - Call from Fulton Homes on how to participate
- Letters to Arizona Sign Association and the Home Builders Association of Central Arizona
 - Letter received from Jackson Moll from the Homebuilders on September 28
- September 27 press release
- Included press release on the Town website
- October 6 article in the Republic
- No additional comments



Builder's Sign Options

- *Ten temporary weekend off-site directional signs not exceeding 6 s.f.*
- Two 6 s.f. off-site directional signs
- One 32 s.f. on-site subdivision sign per street frontage
- One balloon/banner at the model complex not exceeding 48 s.f.
- Attention flags at the sales office not exceeding 6 s.f. and 15' in height



Weekend Off-site Temporary Directional Sign



Off-site Directional Sign



On-site Directional Sign



Planning Commission Action

- Heard a presentation by Jackson Moll from the Home Builders Association
 - Mr. Moll stated Gilbert recently modified their ordinance to allow additional off-site signs (up to 4 off-site signs at 32 s.f.)
- Voted to recommend the Town proceed with the proposed change
- Also recommended exploring the feasibility of allowing additional off-site real estate signs on private property or in the right of way



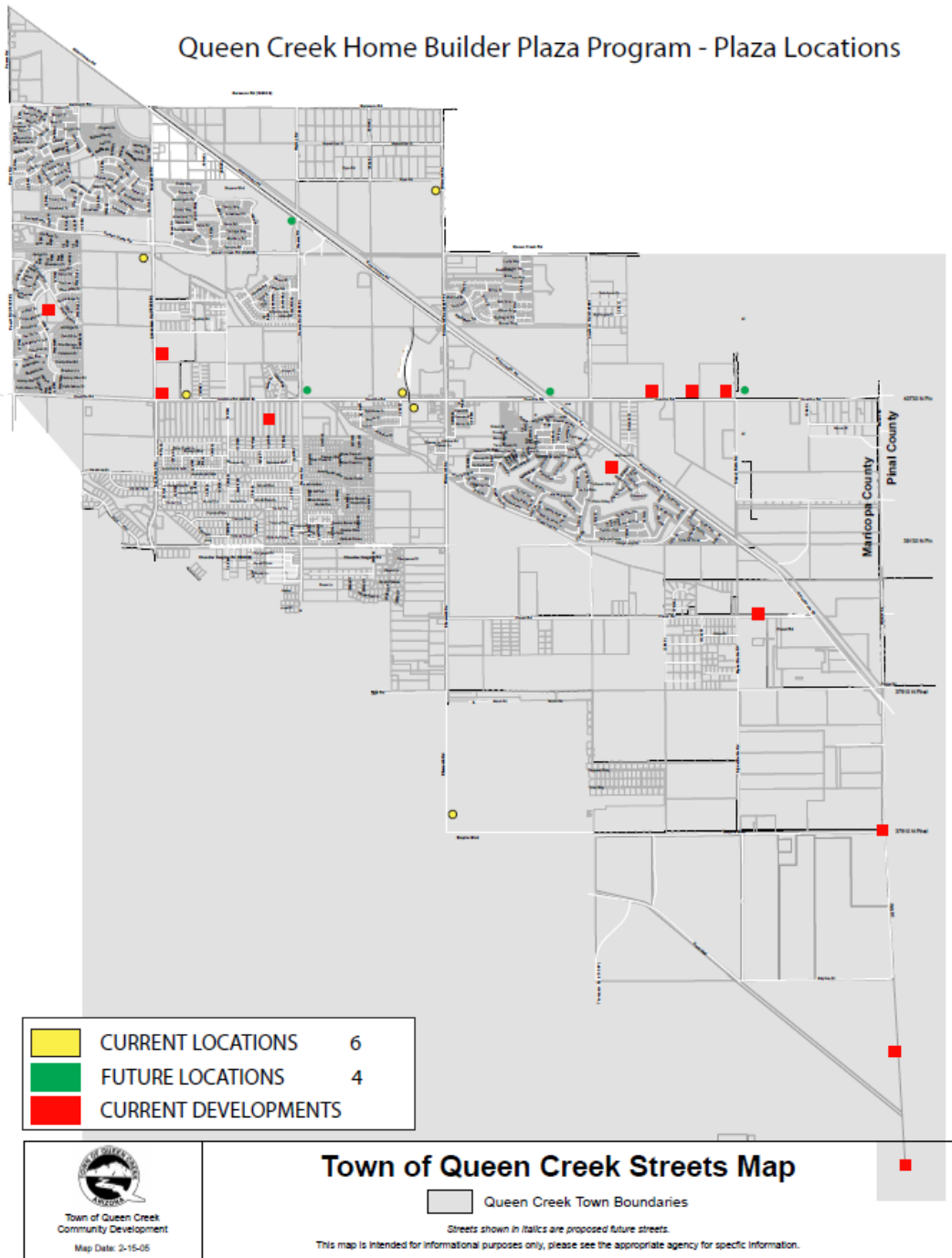
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Thank You

Questions?



Queen Creek Home Builder Plaza Program - Plaza Locations



Home Builder Sign Plaza Locations



Town of Queen Creek
Community Development
Map Date: 2-15-05

Town of Queen Creek Streets Map

Queen Creek Town Boundaries

Streets shown in italics are proposed future streets.

This map is intended for informational purposes only, please see the appropriate agency for specific information.