



**DC Ranch Association
Board Report 9-9-19 #2**

Subject Matter: Proposed Revisions to Community Standards DCR-23 Real Estate Signs

Background: This matter was reviewed by the Board at its August 6, 2019 meeting. The Board conditionally approved revisions to DCR-23, which were posted for member comment in accordance with Policy 102. No member comments were received.

In 2018, due to complaints from members and residents about Realtor open house signs placed in and around the various neighborhoods, a standardized open house sign program was evaluated. At the time, Realtors were required to rent open house signs from the Association. The signs were consistent in format and design. There were signs with the words "DC Ranch" and "Silverleaf" on them; they were used in neighborhoods where open house events were planned/underway. Many Realtors were not complying with the sign program's rules and guidelines, as many open house signs were being placed in locations where they were not permitted.

In November 2018, the open house sign program was changed. The open house rental sign program was discontinued. As a result, the signs were repurposed. A new program was introduced where the Association no longer relied on Realtors to place their rented signs properly. Sandwich board signs with the words "Open House" were fabricated in-house. They are placed at the entry to neighborhoods where there is a scheduled open house. In addition, open house maps are created by the administrative team and are then distributed to the manned gate houses and placed in open house map holders at the unmanned gates. This program requires more staff time but helps to manage the sign concern that was once prevalent when Realtors were placing open house signs themselves.

DCR-23 of the Community Standards for Conduct specifically addresses real estate signs. Inasmuch as the open house sign program was changed in November 2018, the rules to reflect the existing process were not. Proposed revisions are shown on the accompanying DCR-23 Rule (proposed new language is underlined and proposed deleted language is struck through).

The Board can formally approve the proposed revisions to DCR-23 if so inclined.

Recommendation: Approve the proposed revisions to DCR-23 and update the Community Standards for Conduct.

A handwritten signature in black ink, appearing to read "Darren Shaw", is written over a horizontal line.

Darren Shaw, Executive Director

Proposed Revisions Community Standards for Conduct

DCR-23 Signs- Real Estate

No sign which is visible from neighboring property shall be erected or maintained on a Member's property without the prior written approval of the Association, except real estate signage complying with the following requirements:

- The sign must conform to industry standards per Arizona Revised Statutes (A.R.S. §33-1808(F), A.R.S. §33-1261(C) and A.R.S. §33-441 and, as defined by the foregoing statutes, shall not exceed 18 x 24 inches. The sign may include no more than two riders not exceeding six by 24 inches each. The second rider is permitted to display "Sold" or "Sale Pending" status only.
- All real estate signs must be commercially produced.
- Only one "For Sale", "For Rent" or "For Lease" sign may be placed on the actively-listed property and shall not be placed in a manner which interferes with the maintenance of common areas or creates a risk to public safety (e.g., placement too close to the curb near a driveway). Signs may not be placed or mounted on common walls.
- Signs must be mounted on industry-standard-style posts, typically 4"X 4" or 3" X 4" in dimension and constructed of wood or other industry-standard materials; no PVC signposts are permitted.
- Posts without a sign are not permitted for a period of more than five business days.
- The distance from the top of the sign to the ground shall not exceed 60 inches.
- Flyer boxes/tubes and non-permanent decorative accents, such as balloons, flyers or air-blown figurines, are not permitted.
- "For Sale", "For Rent" and "For Lease" signs must be removed within 72 hours of the close of escrow or commencement of the rental or lease of the property.
- ~~Listing agents may display "Open House" signs between 8 a.m. and 6 p.m. in DC Ranch-approved common areas. Such signs must be the approved DC Ranch brand and may be rented from the Association (in sets of three at \$25 per set). Sets are rented on a Wednesday-to-Wednesday schedule and may be obtained from the Ranch Offices on Market Street (20555 N. Pima Road, Suite 140) between 8 a.m. and 5 p.m. Monday through Friday. Please call the office at (480) 513-1500 to reserve signs.~~
- DC Ranch Association will provide directional signs and maps for all open houses properly registered through use of the online Open House or via Realtor Tour forms on DCRanch.com. Forms must be submitted at least 48 hours prior to open houses Tuesdays through Fridays, and by Thursday at 5 p.m. for open houses Saturdays through Mondays. Holidays may differ and those rules will be posted separately depending on the date of the holiday.
- One listing agent's "Open House" sign or one Member's "Open House" sign may be placed on the Member's property between the hours of 8 a.m. and 6 p.m. Placement of "Open

House” signs must not interfere with the maintenance of common areas or create a risk to public safety.

- Gate and alarm codes may not be advertised or listed on the MLS.
- Signs in violation of these policies will be removed at the Member’s/agent’s expense.
- Members and listing agents are reminded that the minimum rental or lease period for any property within DC Ranch is six months.

The Association may enter and remove from a Member’s property any real estate signage that the ~~Board~~ Executive Director determines, in his/her its sole discretion, is in violation of this provision and such entry upon a Member’s property for this purpose shall not be considered a trespass.

RE: A.R.S 33-1808(F), A.R.S. 33-1261(C), A.R.S. 33-441, Board Policy, Adopted 08/01/2014

Enforcement

- 1) Courtesy written notice of non-compliance allowing 10 business days to remove or correct
- 2) Notice of Fine, minimum of \$100
- 3) Repeated non-compliance, removal of sign