

From: [Hans Koppenhoefer](#)
To: [Robert Kuhfuss](#)
Subject: Signs - Comprehensive Sign Program
Date: Wednesday, April 22, 2015 1:49:53 PM
Attachments: [CCF04222015_0001.pdf](#)

Rob – Hope you’re doing well. We worked together on various projects before you came to Surprise when I was at Pulte Homes. Glad to see that you’ve become a part of the Surprise team.

I’ve been following the process that you’ve been making on the sign ordinance and hope to offer some feedback on its impact to PADs in Surprise. This perspective is through the eyes of a master planned developer as it pertains to the current “Comprehensive Sign Program” (Article VIII).

First, I think the allowance of a Comprehensive Sign Program is a great tool that the City has in its code. I only had two suggestions that the City may consider in updating the verbiage.

1. Should only commercial PADs be allowed to have a comprehensive sign program after the initial zoning?
 - a. While working on large master planned community projects in the past it has always been challenging to get directional signage to the master planned community. Based upon what I understand in the current code, only a commercial project is provided an opportunity for a comprehensive sign program. Non-commercial projects signage must be submitted with the initial PAD. In other words, there does not appear to be a comprehensive sign program option for a non-commercial PAD after initial approval.
 - b. Timing challenge - The timing of a sign program as part of a master planned community is normally considered concurrent with the construction of the 1st phase of the master planned community. This could be many years after the initial PAD application.
 - c. Suggest that verbiage be added to the Code to allow for PADs (commercial, residential or mixed-use) to process a Comprehensive Sign Program application after the initial PAD.

2. Should offsite signage only be limited to an “existing master site plan” or where “residential development has been established”?
 - a. It is great that offsite signs are permitted but don’t believe that those off-site signs should only be limited to projects that have an existing master site plan or residential development. Since all signs must be on private property should it matter if the property is entitled or improved?
 - b. Suggest that the property owner’s permission and City approval are only required approvals for an off-site sign (as part of a comprehensive sign program).

I’ve redlined the current code per the above suggestions and have attached a pdf. Thank you in advance for your consideration. I look forward to catching up with you sometime in the near future. Best regards -

Hans Koppenhoefer
Director of Land Operations
Courtland Homes, Inc.
4160 W. Kitty Hawk
Chandler, Arizona 85226
Phone: 480.893.7515
Cell: 602.885.1634