

Halifax Plantation Phase II & III Homeowners Association Inc.

Policy for Real Estate Related Signs

Issue Date; October 12, 2010

Policy Term: November 15, 2010 through April 30, 2011

OPEN HOUSE Signs

Preamble

The Real Estate market has changed drastically in recent years. To adapt to these changes, the Halifax Plantation Phase II & III Homeowners Association (HOA) has formulated a new policy specifically regarding the display of signs related to home re-sales by a Real Estate Company (Agency) or homeowner.

Rules

An Agency may submit a request for approval to have "Open House" signs in the common areas of the community. Approval will be granted providing the following rules are followed:

1. As a courtesy, the Agency will call the HOA to indicate what day the open house signs will be displayed. This will help the HOA control the total number of signs displayed on any given day. If there is an over-abundance of signs for a given day, the HOA may restrict the number of signs allocated to each requesting agency.
2. Signs shall be put in place on the day of the open house and removed at the end of that day. Signs that are not removed will be taken by the HOA, but the Agency will be given a warning that repeated neglect in this regard may result in denial of future permission.
3. One sign may be placed at the community entrance, *not* directly on Old Dixie Highway, but on the landscaped center island just inside the community boundary or on the right-side common area. That sign shall not exceed 18 by 24 inches, may have the Real Estate agency name and a house address printed professionally, and cannot have hand-written text or notes. Text must use basic colors with no fluorescent paint or color enhancements. A similar sign is permitted at the residence. No balloons or streamers are permitted.
4. For directional assistance, three signs may be placed neatly at strategic intersections. The HOA feels a maximum of three directional signs should be sufficient; however, if there is a special circumstance, the Agency may petition the HOA for an additional sign. Typically these signs are no larger than 12 by 24 inches with a directional arrow; house addresses may be inserted but must be printed professionally (not hand written). For ownership identification, the Agency name should be printed on the back of the sign (small print sufficient). Text must use basic colors with no fluorescent paint or color enhancements. No balloons or streamers are permitted. *With permission from the HOA*, an Agency may be allowed to use the larger 18x24 signage for directionals. This special benefit given to Agencies would be allowed when, with multiple Agency signs located near the Halifax Plantation entrance, the visitor would be

confused by the directionals (despite the fact that the house address is on the directional).

The use of multiple large signs will only be permitted for Agencies.

5. Signs should be mounted securely and vertically to look neat and to assure they will not blow away. Signs of competing agencies should be appropriately spaced apart to avoid a cluttered appearance.
6. Individual homeowners not using an agency must also follow all the rules above.

FOR SALE Signs in Townhome (multi-unit) Sections

Preamble

The HOA has always restricted signs in the Townhome areas because the density of the housing and the tendency to have a number of units on the market at any given time. Multiple “for sale” signs in a condensed area could send the wrong message to prospects. Therefore, the new policy will continue to prohibit signs on front lawn areas. However, since prospects will drive the street looking for some kind of notice, placing signs in the front porch area would seem to be sufficiently effective to notify the public that a home is for sale or rent without cluttering the street view.

Rules

Signs in multi-unit areas will be permitted under strict control as follows:

1. “For Sale” or “For Rent” signs will be permitted only if placed inside the front window of the unit (between the mullions and the glass of a kitchen window).
2. Signs will be no larger 12 by 16 inches, and be printed professionally to the HOA specifications (sample available in the HOA office or by email request). Only the agency name and/or logo, phone number and website may be on the sign below the sale or rental words. Signs must have a white background and information text in the dark hunter green color used on all Halifax Plantation signage (the “for sale”/“for rent” text and background colors are reversed). Balloons, streamers or any enhancement of the sign is not permitted.
3. Only one sign per house is permitted.
4. Signs displayed by unit owners must adhere to the same specifications above, but the agency name may be replaced with “By Owner”. The Unit Owner or Agency must notify the HOA prior to displaying the window sign.
5. No directional signs are allowed at any time for this category of signage.

The above policies are effective for the period indicated in the heading above. This signage policy is promulgated for a specific time and specific purpose related to market conditions. The Halifax Plantation Phase II & III Homeowners Association Inc. reserves the right to withdraw this policy at any time, to extend the policy duration or to selectively deny the use of signage to an Agency / homeowner who had previously violated this policy. Questions regarding the implementation of these policies should be directed to the Design Review Committee (DRC) at 386-676-9600, ext. 320 or by email to p2hoa@halifaxplantation.com.