

Parkview Hills Community Association Sign Policy

Preamble

Signs in the Parkview Hills Community serve to enhance the value of its real property, communicate with residents and visitors, and enhance navigation within the community.

Signs are prohibited by deed restriction in Parkview Hills¹

City of Kalamazoo ordinances, as of 31 May 2010 requires permits for signs² with exceptions for temporary Real estate, "Open house" directional signs and Election campaign signs.

The community association has an interest in enforcing a theme and consistent appearance of signage within our community to maintain its character. The association should not endorse signs which do not have required City permits and / or violate the deed restrictions

Enhancing Value

Signs can be effective in attracting new residents to Parkview Hills and making the public aware of the amenities available to its residents. Demand for real estate for rent or ownership increases its value our owners.

1. Signs near the front of the neighborhood should communicate the availability of a variety of residential housing for lease or ownership. Signage near the front of community, along the boulevard and at the club house approach should direct visitors to the club house to obtain leasing and for sale information. Such information should be easily available to visitors to the club house without interfering with the resident's use of the club house.
2. Signs which remind visitors and residents of our many amenities increases the public's knowledge of such. Such amenities include, lakes, trails, club house, pools, tennis courts, garden plots and community and social events.

Communicating with Residents and Visitors

Signs can be effective reminders of current community and public events in Parkview Hills. A sign with exchangeable messages visible to both north and southbound travelers on in the center island of Greenleaf Boulevard and north of Willow Creek Avenue is visible to most traffic

¹ Paragraph 11 of Conditions, Covenants and Restrictions of Parkview Hills Plat dated 9 September 1971 states, "No sign, including a "FOR SALE" sign, may be placed on any property, except one approved by the Board of Architectural Committee which gives the name and address and address of the occupant."

² City of Kalamazoo Ordinance section 9-71

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traveling into or out of the Parkview Hills community. A sign with the ability to display exchangeable messages should be designed and installed there.

Enhancing Navigation

Condominium Associations and Apartment owners should be encouraged to review and enhance the navigation aids for their property. A review of the current navigation signage should be conducted to eliminate signs which are redundant or no longer necessary. Add signs for residents and visitor that direct them to the club house, sub units and streets from elsewhere in the community. For example, *Glens, Meadows, Old Field Trail, Song Bird Lane - Next Right. Clubhouse - Ahead on the left.*

Real Estate for Sale

It appears an amendment of the Conditions, Covenants and Restrictions is be needed to permit posting for sale signs. Perhaps an *Open House* sign with a consistent appearance to other signage in the community posted prominently at front of the neighborhood only during open house hours that directs visitors to the club house for information regarding all of the residences available, combined with a standardized *Open House* sign for posting at specific locations will be acceptable to the community.