

# SERRANO

February 7, 2003

RE: Serrano Sign Requirements Policy

Dear Real Estate Agent/Builder/Concerned Party:

As part of our ongoing effort to accommodate the brokerage community, while at the same time maintaining the high standards adopted for Serrano, we have reviewed and revised the Serrano signage policy and wish to clearly communicate it to you to avoid future confusion and anxiety over signs.

The attached policy, adopted by the Association Board of Directors, describes policies applicable to permanent "For Sale" signs, temporary "Open House" and directional signs, as well as Builder signs.

We recognize this policy is more stringent than in most other communities, but we believe it is in the long-term best interest of Serrano, and believe it is workable, assuming a little attention to the issue.

*Please read this policy carefully, and retain it for future reference as it is fairly specific and may necessitate periodic reference as situations arise. In particular, please note the policies regarding "Open House" signs (a "Request For Open House" form is attached).*

The Serrano Sales and Marketing Department participated in the review of this policy, and I am transmitting it. It is, however, the policy of Serrano Owners' Association, and enforceable by them. Questions and comments should therefore be directed to the Association at:

Serrano El Dorado Owners' Association  
4525 Serrano Parkway  
El Dorado Hills, CA. 95762  
Telephone: (916) 939-1728  
Email: [hoa@serranoeldorado.com](mailto:hoa@serranoeldorado.com)

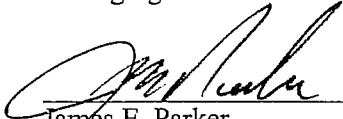
Should you wish to communicate any concerns to the Serrano Sales and Marketing Department, please direct those comments to Mike DeBord, Carolyn Olmo, or Terri DeSalles at the above address, telephone (916) 939-3333.

Thank you very much.

Sincerely,

SERRANO ASSOCIATES, LLC

By: Parker Development Company  
Managing Member

By:   
James E. Parker  
Vice-President

JEP:Its  
Attachment

SERRANO

4525 SERRANO PARKWAY EL DORADO HILLS, CALIFORNIA 95762-7510  
916.939.3333 800.866.8786 FAX 916.939.4049 [www.serranoeldorado.com](http://www.serranoeldorado.com)



# SERRANO

EL DORADO

OWNERS' ASSOCIATION

## SERRANO EL DORADO OWNERS' ASSOCIATION

### SIGN REQUIREMENTS

The Serrano Covenants, Conditions and Restrictions (CC&Rs), Article 8.19, contain restrictions regarding the display of signs within Serrano. The following requirements contain additional detail regarding the color, design, placement and maintenance of signage. No other signs, banners or other advertising devices shall be erected, placed on car tops, maintained or displayed upon any portion of the property, except as allowed by Article 13, or as approved by the Association.

#### **A For Sale / For Rent Signs (one sign per lot)**

1. 18" X 24" 1/4 inch masonite, 3/8" MDO, or equivalent (double-sided).
2. Background in Serrano green. (PMS.5477)
3. Logo background in oyster vinyl. (Calon HP-2200) (3" X 3")
4. Serrano logo & design (15" X 1") in copper metallic paint. (1-Shot paint)
5. Company information in white vinyl & to consist of for sale/for rent, company name (no logo's), address and company phone #. Lettering style in aldine italic.
6. Signs to be installed on white 4" X 4" X 8' posts with 4' crosspiece. Posts to be beveled at ends and top.
7. Signs must be installed straight, at a right angle to the horizon, not to the actual slope.
8. Signposts must be located between 3' to 4' back of curb or sidewalk.
9. One brochure box may be installed per sign.

#### **B Namestrips / Informational Riders (For Sale/For Rent Signs)**

1. 6" X 24" 1/4 inch masonite, 3/8" MDO, or equivalent (double-sided).
2. Background in copper metallic paint. (1-shot paint)
3. Text in oyster vinyl (Calon HP-2200). Lettering style in aldine italic.
4. Limit of three riders per sign.
5. To be attached to for sale/for rent signs.

#### **C Open House Signs**

1. 18" X 24" 1/4 inch masonite, 3/8" MDO, or equivalent (double-sided).
2. Background in Serrano green.
3. Serrano logo background & arrow in oyster vinyl. Logo and designs in copper metallic.
4. "OPEN HOUSE" in oyster vinyl.
5. Sign to be hung from or mounted in a black metal frame.
6. Display one Open House sign on the property that is for sale, and to be in place only while an owner or agent is physically in attendance to show the property. Signs are not to be placed in the street, on the sidewalk, or anywhere on Association property. If they are placed in these locations they will be picked-up.
7. New signs should be constructed to these design standards; however, agents' existing supply of two color open house signs may be used through December, 2003.

## **D Directional Signs**

1. Directional signs for an open house must meet the Open House requirements for design and color, and may only be displayed while the owner or agent is physically in attendance to show the property. Directional signs may be placed upon the property of other private residences with the condition that written approval by the property owner is provided to the Association. Directional signs may not be placed in the street, on the sidewalk, or anywhere on Association property. If they are placed in these locations they will be picked-up. Like open house signs, directional signs are generic (no company name or company logo). Thus, there is no need for more than one per residence (pointing in the same direction). However, an agent desiring to erect a second sign may do so (in the unlikely event the first agent leaves early) but the limit shall be two. A third agent shall not place a third directional sign (on the same property) pointing the same direction.
2. Upon written request, the Association will place one generic open house sign outside of the Village in which the open house is taking place and open the gate into that Village from 1pm-4pm. This is limited to Sundays only in completed villages, and Saturday or Sunday in villages where new home construction is ongoing and the gates are otherwise open or staffed. The request must be made in writing by 12:00 noon on the Thursday before the scheduled open house.

## **E General Contractor Signs**

1. ONE sign displaying general contractor information may be displayed on the lot while construction is in progress. No other commercial signs or subcontractor signs are allowed; except that the general contractor sign may contain the listing of other companies (i.e. architect, lender, etc.) within the body of the main sign and the sign may indicate the residence is offered for sale or for whom the home is being built.
2. General contractor signs are not to exceed 24" X 36" in size. Serrano colors are encouraged, however, general contractor signs are not required to meet a color standard. General contractor signs must be constructed and maintained in a professional appearance.
3. General contractor signs are to be installed parallel to the street, approximately 10 feet back of the curb where grades permit.

## **F Maintenance**

1. Owners or their agents are encouraged to inspect their signs frequently, but no less than weekly. Signs are to be straight, clean and repainted and repaired as necessary. The major sign installers provide a 24-hour maintenance response service for a nominal trip charge. Agents are encouraged to utilize this service if preferable to making corrections personally.

## **G General**

1. Flags, banners, etc. are NOT allowed.
2. No other signs may be displayed on any portion of the property, except as allowed by the Serrano CC&Rs - Article 13, or as specifically approved by the Association.
3. Signs not meeting the above requirements are subject to immediate removal by a representative of the Association, and may result in a further enforcement by the Association.

## **H Declarant and Merchant Builder Exemption**

1. Article 13 of the Serrano Covenants, Conditions and Restrictions (CC&Rs) allows an exemption for the Declarant and Merchant Builders from the sign rules.

## **SEE COLOR RENDERINGS ATTACHED**

Please note that "for sale" and "open house" signs matching the above requirements may be acquired through Eggleston Signs (916) 920-4926. Please be sure that wherever your signs are made, they conform to these requirements.

# *Serrano Sign Specifications*



*For Sale*

*COMPANY NAME*  
*1234 REALTOR ADDRESS*

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*(916) 939-3333*

*INFORMATION RIDER*

*INFORMATION RIDER*

*INFORMATION RIDER*



*OPEN*  
*HOUSE*





SERRANO  
EL DORADO

OWNERS' ASSOCIATION

## Request for Open House

Please complete this form if you are planning an open house in Serrano. Upon receipt of this completed form, the Association will place one generic open house sign outside of the Village in which the open house is taking place and open the gate into that Village from 1pm-4pm. This is limited to Sundays only in completed villages, and Saturday or Sunday in villages where new home construction is ongoing and the gates are otherwise open or staffed. Request for an open house must be submitted no later than 12:00 noon on the Thursday before the scheduled open house.

According to the Serrano El Dorado Sign Requirements, one open house sign may be placed on the lot upon which the open house is being held. The design of this sign must meet the criteria stated in the Sign Requirements. Signs are not allowed on the private streets or sidewalks. If they are placed in these areas they will be removed. Directional signs may be placed on privately owned lots, but only with the permission of the lot owner. Permission must be in writing and signed by the lot owner(s). Please attach copies of your sign location approvals to this form.

Requested By: \_\_\_\_\_ Open House  
Property Address: \_\_\_\_\_

Company: \_\_\_\_\_ Open House Date(s): \_\_\_\_\_

Telephone #: \_\_\_\_\_