

MEMORANDUM

Date: June 26, 2025
To: Planning and Zoning Members
From: Dinh V. Ho, P.E.
RE: Ellwood Development - Master Signage Plan
Staff's Summary and Recommendations
CC: Mayor Wil Kennedy, Robert Hemminger Kayleen Rosser

EHRA, Inc. , on behalf of Beazer Homes submitted a Master Signage Plan for the Ellwood Development in accordance with the Ordinance No. 2016-19, Article III. Section 24.

The Ellwood Development (formerly known as the Rally West Tract) comprised of 260 acres of land, located at the SWC of the Sh 288 and Davenport Parkway. The City of Iowa Colony approved the PUD for the development in July 2022.

The purpose of the Master Signage Plan (MSP) is to provide a coordinated and comprehensive plan for the management of signage within a planned development. Attached is the proposed Master Signage Plan for this development, including quantities, size and locations.

The MSP provides the following:

- The MSP consolidates multiple sign types into a cohesive plan that is consistent with Planned Unit Developments previously approved. Sign types, locations and sizes has been reviewed and supported by staff.
- The signage plan establishes a consistent visual theme (fonts, materials, colors, and lighting) across the development.
- Signs enhance the architectural character of the development and maintain harmony with building facades and landscaping.
- Primary and secondary signs are appropriately scaled for visibility from SH 288 and adjacent streets without contributing to visual clutter.
- The MSP provides a clear wayfinding system for vehicles and pedestrians.
- All signage is placed outside of sight visibility triangles and does not obstruct driveways, intersections, or public sidewalks.

City staff recommends approval of the submitted Master Signage Plan for Ellwood Development, subject to the following conditions:

- No signage shall be located within the public rights-of-ways.
- All signage installations require separate permits and inspections for structural, electrical, and right-of-way compliance.
- Any deviation from the approved MSP shall be resubmitted to the City for review.
- All lighting is down-shielded, indirect, and does not cause glare or light trespass onto adjacent residential or public properties.
- Lighting complies shall comply with the city's dark sky illumination standards.

Attached is the recommended signage sign and matrix for the Ellwood Master Signage Plan.

Master Signage Plan Recommendations							
Sign Type	Max Length (ft)	Max Height (ft)	Max Total Area (sf)	Max Effective Text Area (sf)	Max Qty	Max Spacing	Notes:
Primary Monument Signage (along SH 288)	40	15	220	80	2	N/A	Location to be approved per MSP
Secondary Entry Monument Signage	20	8	80	40	see notes	N/A	Location and Quantity approved per MSP
Temporary Monument Signage	10	10	32	N/A	see notes	N/A	Location and Quantity approved per MSP
Temporary Marketing Signage	8	4	32	N/A	see notes	500'	
Temporary Site Specific Signage	8	8	64	N/A	1	500'	
Offsite Marketing Signage with PUD	16	20	100	N/A	2	2000'	Location and Quantity approved per MSP



Rally 288 West Master Signage Plan

The City of Iowa Colony

Prepared for:

Beazer Homes Texas, LP

10235 West Little York, Suite 200

Houston, Texas 77040

Prepared by:



ENGINEERING THE FUTURE
SINCE 1936

10011 Meadowglen Ln.
Houston, Texas 77042

EHRAinc.com | 713.784.4500

TBPE No. F-726 | TBPLS No. 10092300

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June 24, 2025

To Whom It May Concern
City Manager
City of Iowa Colony
3144 Meridiana Parkway
Iowa Colony, TX 77583

Re: Rally 288 West Master Signage Plan (Ellwood)

To Whom It May Concern,

On behalf of our client, Beazer Homes Texas, LP, the developer of Ellwood, I respectfully request to place a Master Signage Plan on the Planning and Zoning Commission agenda for 07/01/2025

- Present signage criteria for Rally 288 West Development (Ellwood) to regulate and allow subdivision entry, section monument signs, and temporary marketing stake signs.

If there are any questions or any additional support documentation is needed, please feel free to reach out to me and I would be happy to assist.

Thank you for your consideration,



Brad Sweitzer, PLA, AICP
Associate | Director of Planning and Visioning
EHRA

A. Signage

Signage plays a vital role in establishing the identity of a master planned community. These signs serve as the first point of visual contact for residents, visitors, and potential home buyers, creating a lasting impression that reflects the community's character and architectural style. Strategically designed and placed subdivision entry and neighborhood monuments enhance curb appeal and contribute to a sense of place and belonging. They also provide clear wayfinding and a sense of arrival. Well-executed entry monuments can significantly elevate the perceived value and desirability of the entire development. Refer to Table 10 for detailed list of variances requested from the code of ordinances.

1. Primary Monument

Two primary entry monuments are permitted: one (1) at the intersection of Davenport Parkway & State Highway 288 and one (1) at the intersection of Karsten Blvd. & Davenport Parkway. The secondary entry monument sign located at the intersection of Dubuque Parkway and State Highway 288 is subject to change to a primary monument per the developers needs. The signs are 14' (ft) tall, 220 square feet sign area. All seat walls, posts, and other built elements surrounding the primary monument sign wall are to be considered landscape elements for decorative purposes only. Landscape elements must stay within the height parameters mentioned above, but do not have any area constraints.

2. Secondary Entry Monument:

Two secondary entry monument signs are in the design as follows: one (1) along Davenport Parkway and one (1) at the intersection of Dubuque Parkway and State Highway 288. The signs are 8' (ft) tall, 80 square feet sign area. All seat, walls, posts, and other built elements surrounding the primary monument sign wall are to be considered landscape elements for decorative purposes only. Landscape elements must stay within the height parameters mentioned above, but do not have any area constraints.

3. Section Monument

A section monument sign may be located at each ingress/egress of a section. The sign shall not exceed six feet (6') in height above the surrounding finished grade level by forty feet (40') in width. The total sign area shall not exceed 32 square feet.

4. Temporary Marketing Stake Signs

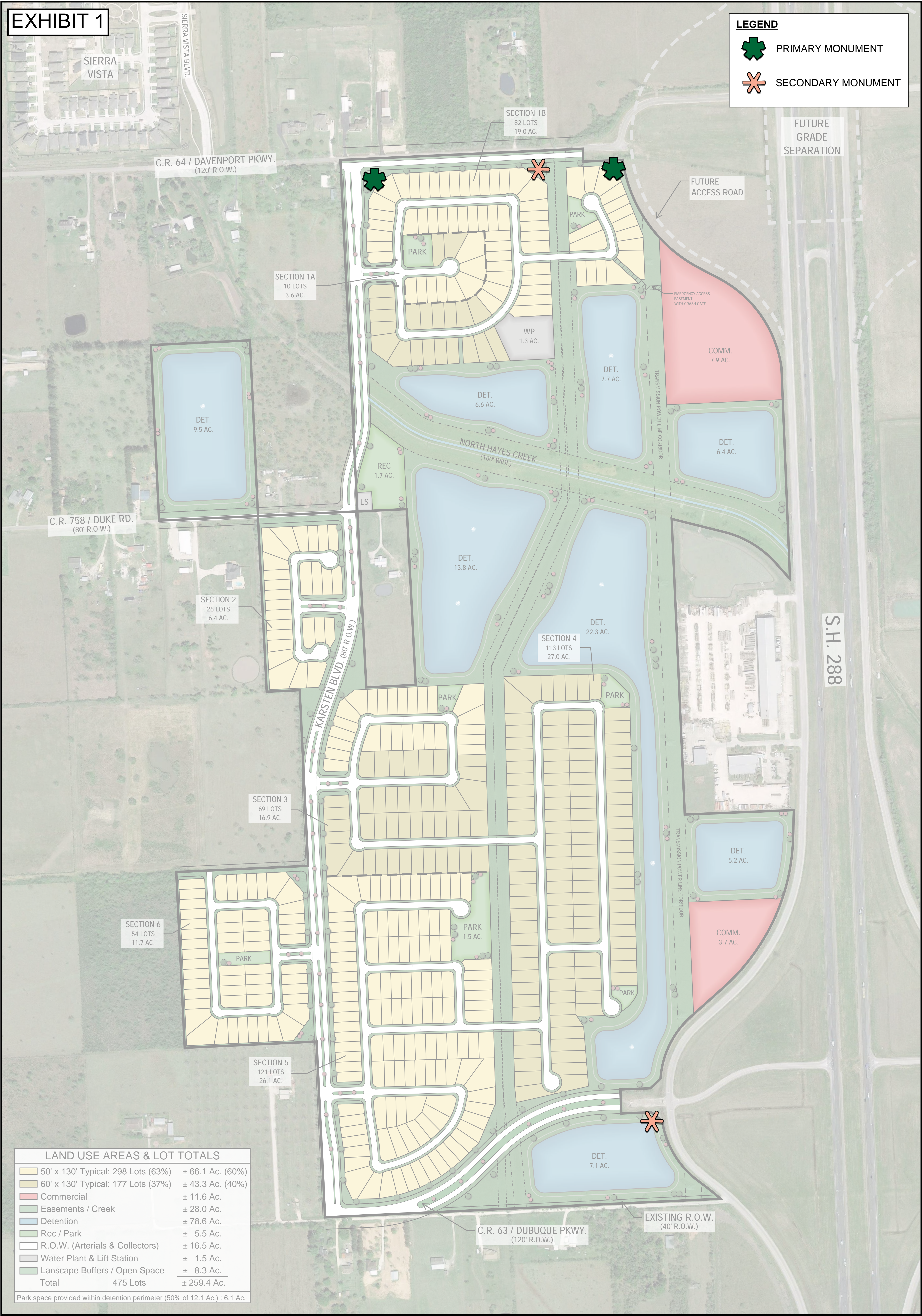
A temporary marketing stake sign shall be used to direct potential home buyers to model homes, or showcase any amenities affiliated with the development. These signs may remain in place for 1 year and shall be granted an extension of 1 year upon expiration, if requested by the developer. Temporary marketing signs along major thoroughfares, collectors and local streets shall have a maximum height of 8 ft and a maximum effective area of 64 square feet. Temporary marketing signs along a highway or highway access road shall have a maximum height of 20' and maximum effective area of 320 square feet.

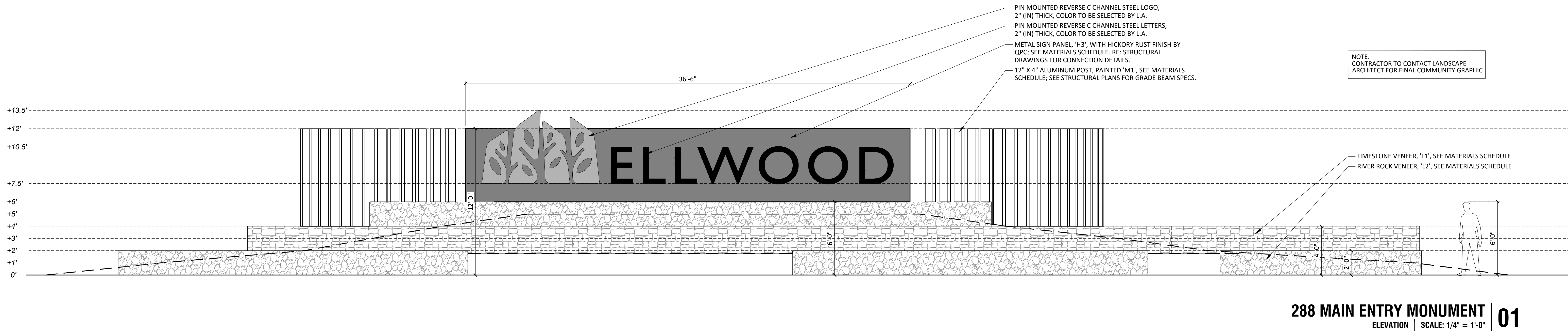
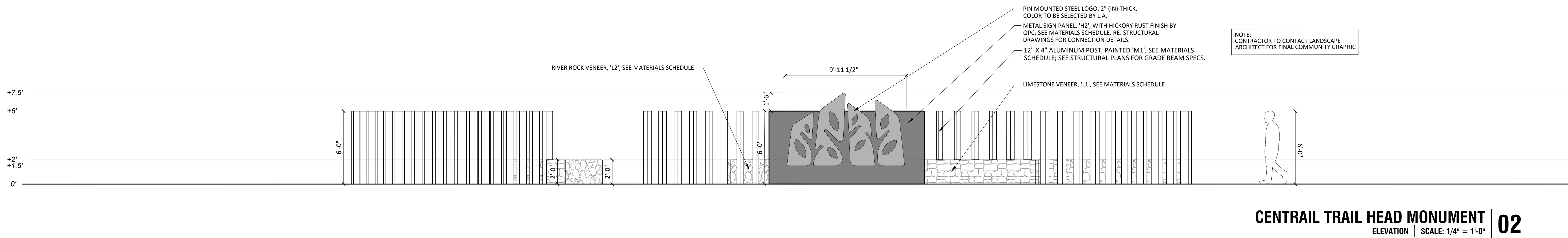
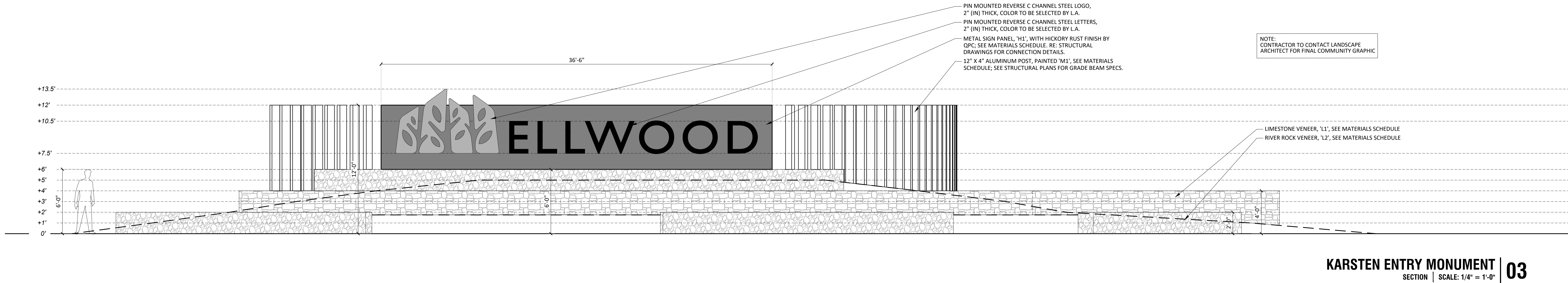
EXHIBIT 1

LEGEND

PRIMARY MONUMENT

SECONDARY MONUMENT







SUBJECT TO MINOR DEVIATION





SUBJECT TO MINOR DEVIATION



EXHIBIT 4



± 259.4 Acres located in the City of Iowa Colony, Brazoria County, Texas.

0' 100' 200' 400'
SCALE: 1"=200'
NORTH

10011 MEADOWGLEN LANE
HOUSTON, TEXAS 77042
713.784.4500
EHRTEAM
TBPE No. F-726
TBPLS No. 10092300

No warranty or representation of intended use, design or proposed improvements are made herein. All Plans for land or facilities are subject to change without notice.

TEMPORARY MARKETING SIGN EXAMPLES

8' x 8'

COMING SOON

BEAZER HOMES

SUNRISE COVE
JOIN OUR **VIP LIST**
409-359-2461
BEAZER.COM

dr EST. 2002 **SIGNS, LLC**
HOUSTON • AUSTIN • DALLAS • SAN ANTONIO

8' x 8' MDO Sign with digital print and graphics as shown.
Installed on 4x4 wooden posts painted to match.

12999 MURPHY RD STE J • STAFFORD, TX 77477 • 281-988-9995 • DR-SIGNS.NET

EXHIBIT 5

8' x 8'



4' x 4'



8' x 4'

BEAZER HOMES

ARABELLA 45'

**MODEL
COMING
SOON**

281-215-5164

BEAZER.COM

dr Est. 2002 **SIGNS, LLC**
HOUSTON • AUSTIN • DALLAS • SAN ANTONIO

8' x 4' MDO Sign with digital print and graphics as shown.
Installed on 4x4 wooden posts painted to match.

12999 MURPHY RD STE J • STAFFORD, TX 77477 • 281-988-9995 • DR-SIGNS.NET

16' x 20'

taylor morrison.

AMENITIES COMING LATE 2025!

- Covered Pavillion • Open Spaces
- Butterfly Garden • Walking Trails
- Adventure Playscape • Log Obstacle Course

taylormorrison.com

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SIGNS, LLC
Est. 2003
12999 MURPHY RD STE J • STAFFORD, TX 77477 • 281-988-9995 • DR-SIGNS.NET

Double Sided 16' x 20' MDO Billboard with digital print and graphics as shown.

TABLE 1
Rally 288 West Sign Ordinance Variances

Design Manual reference	Requirement	Proposed	Difference	Justification
Sign Ordinance Article III Regulations Sec 30-62 (a)(1) b	Manner of Measurement - Size: subdivision entrance signs are measured by the length and height of the sign face or display area only, not including the measurements of the support structure.	Manner of Measurement - Size: subdivision and neighborhood/section entrance signs are measured by the overall height of the sign face or display area, including the measurements of the base or support structure.	Allows the effective area measurement to include the entirety of the monument including the object of which the sign is mounted upon.	Entrance signs for Master Planned Communities serve as both wayfinding monuments and decorative features. The base and support stucures are often incorported into the sign face in creative ways, making determination of the sign face only subject to interpretation and highly variable. Measuring the sign height as proposed simplifies the regulation.
Sign Ordinance Article III Table 30-62 Requirements For Monument Signs (Effective Area/Height)	Maximum effective area 36 sq.ft. for residential use. Maximum height 4 ft. for residential use.	Primary subdivision entrance monument signs shall have a maximum effective area of 220 sq.ft. and a maximum height of 14 ft, secondary subdivision entrance monument signs shall have a maximum effective area of 80 sq.ft. and maximum height of 8 ft, neighborhood/section entrance monument signs shall not exceed a height of 6 ft. The height measurement for subdivision and neighborhood/section entrance monument signs shall be measured from ground level and include the base or support stucture.	The difference in effective area ranges from 44 sq.ft. to 184 sq.ft. The difference in height ranges from 2 ft. to 10 ft., depending on the type of entrance monument sign. Note that the manner of measurement includes the base and support strcutures.	The effective area and height of the monument signs for Rally 288 West is crucial to wayfinding for future residents and emergency services. The proximity of the subdivision to highway access roads and major thoroughfares justifies an increased primary and secondary entrance sign height due to the increased travel speeds and widths of rights of way. The increased height for neighborhood/section entrance signs is justified due to the alternative manner of measurement that includes the base and suport structures, which are normally not included in the height measurement.
Sign Ordinance Article III Table 30-62 Requirements For Monument Signs (Number/Location)	1 sign per 500 feet of frontage	1 sign per 400 feet of frontage, including primary and secondary entrance monuments	100 feet	The primary and secondary entrance monuments are designed for different end users - the primary monuments will be seen by vehicular users on the major thoroughfare and highway access road, whereas the secondary monument will be seen by both vehicular traffic users and pedestrians - it serves a trailhead with a connection to walking paths. The primary monuments would meet the frontage requirement in the ordinance, but the addition of the secondary monument, which serves a different end user and different function, requires a lower standard of 1 monumnent per 400 feet.
Sign Ordinance Article III Sec. 30-65 -Stake Signs (b)(1) Size	A stake sign may not have an effective area in excess of nine square feet or a height in excess of 4 ft.	Temporary marketing stake signs along major thoroughfares, collectors, and local streets, or within amenity or park reserves shall have a maximum height of 8 ft and a maximum effective area of 64 square feet. Temporary marketing stake signs along a highway or highway access road shall have a maximum of height of 20' and a maximum effective area of 320 square feet.	The difference in height ranges 4 ft. to 16 ft., depending on location, and the increased effective area ranges from 55 to 311 square feet depending on location.	Master Planned Communities typically have temporary marketing signs to direct homebuyers to model homes and amenities throughout the community. The current ordinance does not have a category for temporary signs of this nature that serve residential uses. The allowance of temporary marketing signs is a reasonable request for this PUD.

Sign Ordinance Article III Sec 30-65 - Stake Signs (b)(2) Location	A stake sign may not be located within the right of way of a public street or within a railroad right-of-way and a minimum of 20 feet from the curbline. A stake sign may not be located on State Highway 288 frontage	Temporary marketing stake signs may be located outside of all right-of-way of the Rally 288 West Development and a minimum of 20 feet from the curb. Temporary marketing signs may be located on State Highway 288 frontage on private property placement within state right of way is prohibited.	Location of temporary marketing signs shall be located outside of the right-of-way of several streets internal to the boundary of Rally 288 West and a minimum of 20 feet from the curb line, and along State Highway 288 frontage on private property.	The proposed location of the temporary marketing signs are vital to the success of the Rally 288 West development. The signs will advertise to future residents, visitors, and will also help emergency services navigate throught the site as construction continues.
Sign Ordinance Article III Sec 30-65 - Stake Signs (b)(3) Materials	A stake sign may include materials such as wood or metal stakes with a wood, plastic or metal sign face.	Temporary marketing stake signs may include materials such as wood or metal stakes with a wood, plastic, metal, or vinyl graphic sign face.	Additional material of vinyl graphic allowed.	Vinyl graphic is a commonly used material for temporay marketing signs which is easy to maintain and durable year-round.
Sign Ordinance Article III Sec 30-65 - Stake Signs (b)(4) Number	No more than two stake signs are allowed on nonresidential property at any time. Stake signs may not be located within 25 feet of another sign on the same premises or on an adjacent permises. However, every property is allowed at least one stake sign	1 temporary marketing stake sign per 500 ft of frontage along major thoroughfares, collectors, and local streets within the boundaries of Rally 288 West Development. Each reserve for amenity or park may have 1 temporary marketing sign. No more than 2 temporary marketing signs shall be allowed along State Highway 288 frontage.	The number of temporary marketing stake signs is increased from a maximum of 2 total to not exceed 1 per 500 of frontage along public rights of way within the Rally 288 West Development, Except only 2 signs shall be allowed along State Highway 288..	The proposed number of the temporary marketing signs are vital to the success of the Rally 288 West development and is consistent with other Master Planned Community marketing efforts.