

## MEMORANDUM

**Date:** June 23, 2025  
**To:** Planning and Zoning Members  
**From:** Dinh V. Ho, P.E.  
**RE:** Creekhaven Development - Master Signage Plan  
Staff's Summary and Recommendations  
**CC:** Mayor Wil Kennedy, Robert Hemminger Kayleen Rosser

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META Planning and Design, on behalf of Starwood Land submitted a Master Signage Plan for the Creekhaven Development in accordance with the Ordinance No. 2016-19, Article III. Section 24.

The Creekhaven Development (formerly known as the Hines Tract) comprised of 949 acres of land, located within the SW portion of the City. 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 Creekhaven Development, subject to the following conditions:

- No signage shall be located within the public rights-of-ways.
- All signage installations shall 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.

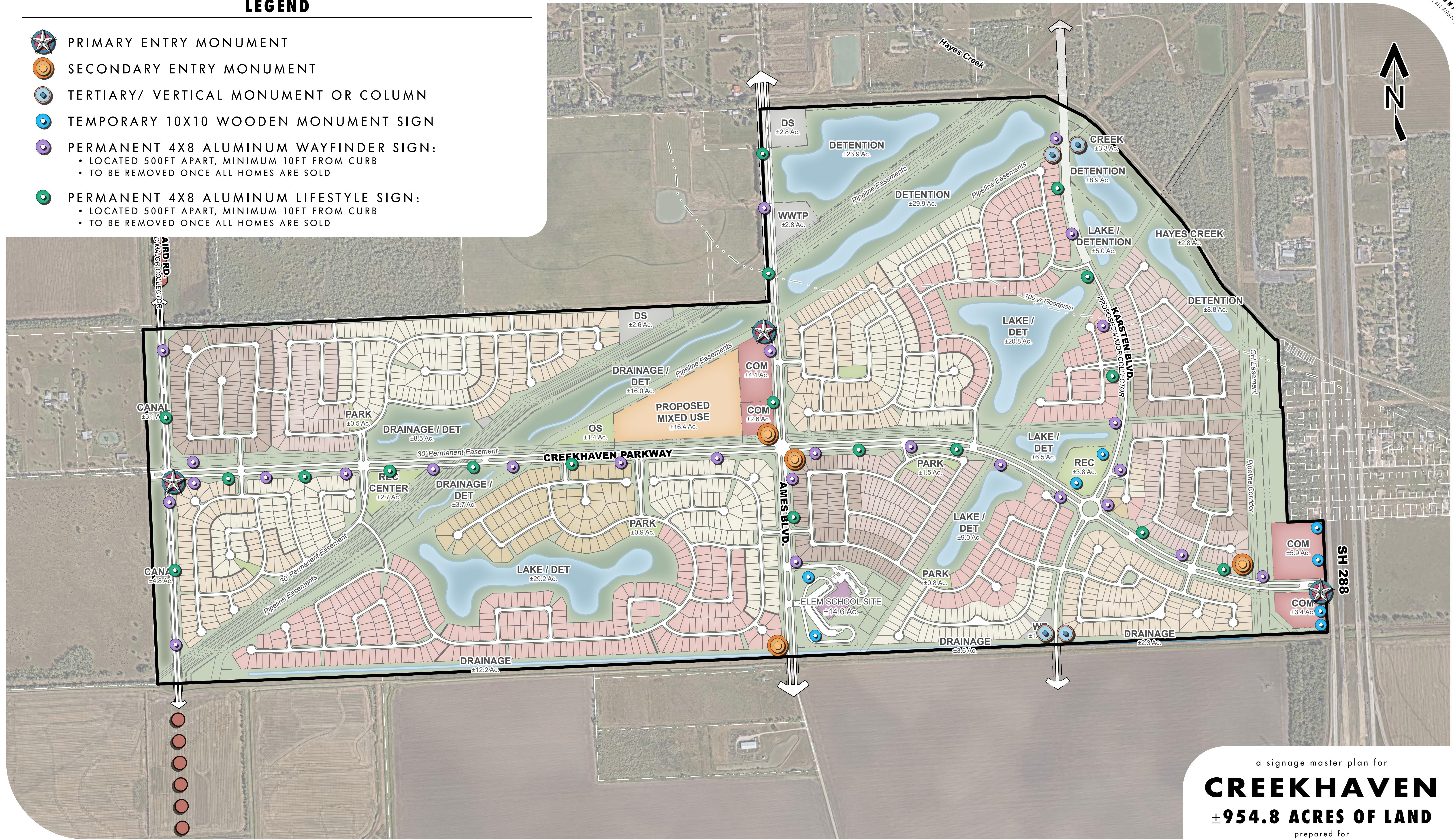
Attached is the recommended signage sign and matrix for the Creekhaven Master Signage Plan.

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



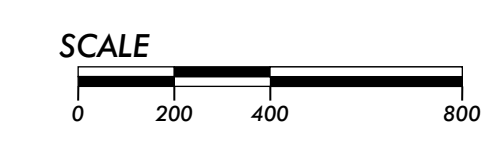
LEGEND

- PRIMARY ENTRY MONUMENT
- SECONDARY ENTRY MONUMENT
- TERTIARY/ VERTICAL MONUMENT OR COLUMN
- TEMPORARY 10X10 WOODEN MONUMENT SIGN
- PERMANENT 4X8 ALUMINUM WAYFINDER SIGN:
  - LOCATED 500FT APART, MINIMUM 10FT FROM CURB
  - TO BE REMOVED ONCE ALL HOMES ARE SOLD
- PERMANENT 4X8 ALUMINUM LIFESTYLE SIGN:
  - LOCATED 500FT APART, MINIMUM 10FT FROM CURB
  - TO BE REMOVED ONCE ALL HOMES ARE SOLD



a signage master plan for  
**CREEKHAVEN**  
± 954.8 ACRES OF LAND  
prepared for  
**STARWOOD**

**META**  
PLANNING + DESIGN  
24285 Katy Freeway, Ste. 525  
Katy, Texas 77494  
Tel: 281-810-1422



MTA-89001A  
JUNE 4, 2025

\*LOCATION OF SIGNAGE IS APPROXIMATE AND MAY BE ADJUSTED DUE TO ON-SITE CONSTRAINTS.  
\*DEVELOPER IS NOT OBLIGATED TO CONSTRUCT ALL SIGNS AS SHOWN ON THE PLAN

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PRIMARY ENTRY MONUMENT & SIGNAGE EXAMPLE



SECONDARY ENTRY MONUMENT & SIGNAGE EXAMPLE



TERTIARY / VERTICAL MONUMENT OR COLUMN & SIGNAGE EXAMPLE



(General depiction of scale and signage. Not final design.)



# CREEKHAVEN | PERMANENT SIGNAGE EXHIBIT - MONUMENTS

Iowa Colony, TX | Prepared For: Starwood | May 09, 2025

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a monument signage exhibit for  
**CREEKHAVEN**  
**± 954.8 ACRES OF LAND**  
prepared for  
**STARWOOD**

**META**  
PLANNING + DESIGN  
24285 Katy Freeway, Ste. 525  
Katy, Texas 77494  
Tel: 281-810-1422

SCALE  
0 200 400 800

MTA-89001A  
MAY 21, 2025



Monument signage is proposed through the development along SH 288, Baird Road, Ames Boulevard, and Creekhaven Parkway. Signage within the project shall comply with the requirements of the City of Iowa Colony, with the following deviations:

- **Primary Monuments**
  - a) Maximum number of signs: three (3)
  - b) Maximum length: forty-three (43) feet
  - c) Maximum height: thirteen (13) feet
  - d) Column element maximum height: thirty (30) feet
  - e) Maximum sign message area: seventy (70) square feet
    - i. This area shall be calculated by drawing a generally rectangular shape around the letters of the community name. It does not include logo signage or other non-lettered graphics.
- **Secondary Entry Monuments**
  - a) Maximum number of signs: four (4)
  - b) Maximum length: thirty (30) feet
  - c) Maximum height: ten (10) feet
  - d) Maximum sign message area: forty (40) square feet
    - i. This area shall be calculated by drawing a generally rectangular shape around the letters of the community name. It does not include logo signage or other non-lettered graphics.
- **Teritary/Vertical Monuments or Columns**
  - a) Maximum number of sign locations: two (2)
    - i. Each location of this type of monument shall include up to two (2) columns located on either side of the road.
  - b) Maximum length: four (4) feet square
  - c) Maximum height: twelve (12) feet
  - d) Maximum sign message area: nine (9) square feet.
    - i. This area shall be calculated by drawing a generally rectangular shape around the letters of the community name or logo.
- Up to nine (9) permanent monument type signs may be constructed within the project. However, the developer is not obligated to construct the maximum number of monument signs.
  - a) The location of the signs shown on Exhibit 6 is preliminary and subject to change. General locations and types shall be consistent, but exact location will be finalized at time of permit application.
- **Temporary Monument Signs**
  - a) Temporary monument signs are allowed prior to and for the duration of the construction of a permanent monument sign or amenity site. Temporary monuments must be removed within 30 days of completion of the permanent monument or amenity site.
    - i. Maximum number of signs: six (6)
    - ii. Maximum length: ten (10) feet
    - iii. Maximum height: ten (10) feet
    - iv. Allowed signage material: wood or aluminum
    - v. Allowed message materials: vinyl wrap

Wayfinding and Lifestyle signage is necessary for visitors and residents alike to navigate through the development and to desired destinations and amenities. These signs will be located within the project boundary along non-local roadways and shall comply with the requirements of the City of Iowa Colony, with the following deviations:

- **Wayfinding Signage**
  - a) Minimum spacing between sign of the same type: five hundred (500) feet
  - b) Maximum length: four (4) feet
  - c) Maximum height: eight (8) feet
  - d) Maximum sign message area: thirty-two (32) square feet
  - e) Allowed signage material: aluminum
- **Lifestyle Signage**
  - a) Minimum spacing between sign of the same type: five hundred (500) feet
  - b) Maximum length: four (4) feet
  - c) Maximum height: eight (8) feet
  - d) Maximum sign message area: thirty-two (32) square feet
  - e) Allowed signage material: aluminum

master signage plan

**CREEKHAVEN**

prepared for

**STARWOOD**

**META**  
PLANNING • DESIGN

24285 Katy Freeway, Ste. 525  
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NOT TO SCALE  
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MTA-89001A  
JUNE 23, 2025