

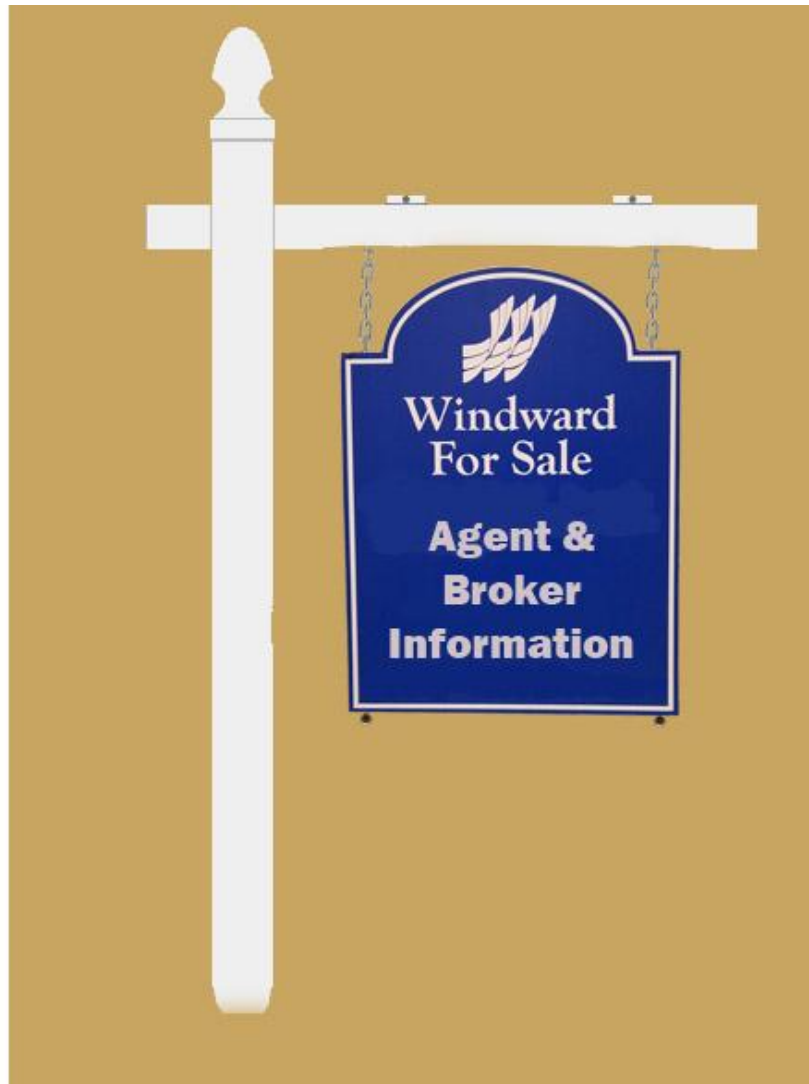
Windward Realtor Signs (SIGNS)

Rules and Regulations

On-Property Sign Regulations

Windward Community Services Association (WCSA) has the following Rules and Regulations for on-property For Sale signs that shall be adhered to:

1. Only standard "Windward For Sale" signs (a sample of which is shown below) are permitted to be placed on properties in Windward to market homes. The sign is required to be overall 24" high and 18" wide, with the top being half-moon shaped. The sign's fixed format includes a blue & white double border, Windward logo/symbol, and text with white lettering on a "Windward blue" background. Positioning, size, and format of the Windward logo/symbol, the white & blue sign double border and the "Windward For Sale" statement are fixed in the sign format. The body of the sign below the "Windward For Sale" text contains the Real Estate Agent and Broker information, and may be customized with text by the Realtor as long as the text remains white, and background color remains "Windward blue".
2. The "Windward For Sale" sign is to be placed on the property being marketed, hung by chains from a 6 foot tall white post with crossbar as shown in the sample below.



3. One Rider may be attached to the top of the sign arm, and up to two Riders are permitted hanging from the bottom of the sign to advertise home features and events (e.g. open house, pool or lake front lot, etc.). Riders can either be a "Windward" blue background with white text or a white background with "Windward" blue text.
4. No other advertising information (e.g. balloons, banners, lights or "other attractors") beyond the single "Windward For Sale" sign is permitted on the property. The only exceptions to this are 1) a single Windward directional sign may be placed in the yard for an event (e.g. open house, caravan, etc.), as one of the two directional signs allowed per listing and 2) If the property is located on the lake or the golf course, a second "Windward For Sale" sign with riders may be placed in the back yard of the listed property to be visible from either Lake Windward or The Golf Club of Georgia golf courses.
5. Placing a "Windward for Sale" sign in the backyard where the backyard of the listing borders a street is not allowed.
6. Two companies have been approved to produce these signs. They are Signs By Tomorrow and FastSigns. Their websites are provided in the Documents section of the Windward website.
7. If a sub-subdivision within Windward has stricter sign Rules and Regulations than Windward and/or the City of Alpharetta, the stricter Windward sub-subdivision Rules & Regulations take precedence.
8. Non-compliance with these Rules & Regulations will subject the homeowner to a fine of \$50 per sign for each infraction.

Weekend Directional Sign Regulations

Windward Community Services Association (WCSA) has the following Rules and Regulations for Weekend Directional Signs that shall be adhered to:

1. Only standard Windward Weekend Directional Signs (a sample of which is shown below) are permitted. Directional signs are limited in overall size to 16" high by 18" wide, with the top being half-moon shaped. Signs must have a white background with blue lettering and insignias. A maximum of two "Riders" (e.g., "Open House", "Lake Front", "Lake View", etc.) on a sign is acceptable. Each Rider can be no larger than 6" in height and 18" in width and must be the same white and blue colors as the sign.



2. Directional Signs located within Windward are only for homes that are **actively** For Sale in Windward. Signs may not be located at entrances to Windward Lake Club (unless you have an active listing in the Bluffs off that intersection), the Sports Park, the Boat Launch, or Pocket Parks.
3. Directional Signs are only allowed to indicate a change in direction (i.e., a turn required) from a thoroughfare **toward** an **active** Home For Sale. No Directional Signs are allowed at exits **from** an “isolated” Windward subdivision, dead-end street or loop street. Directional Signs are only allowed going **into** an “isolated” Windward sub-subdivision, dead-end street, or loop street with an active Home For Sale. **Directional Signs are limited to TWO per active Listing.**
4. Directional Signs are not allowed in any Windward roadway median.
5. Directional Signs are limited to four per intersection corner (inclusive of Estate Sale signs, Garage/Yard Sale signs, etc.), and one per Realtor per intersection. If there is a median at the intersection (e.g., Lake Windward Drive and Clipper Bay Drive) then four signs (one per Realtor) are allowed on each side of the median (i.e., a total of eight signs are allowed at this type of intersection).
6. Directional Signs can only be displayed from Friday 10:00 AM until Monday 10:00 AM. For weekends involving a nationally recognized Holiday, Directional Signs can be displayed from 10:00 AM the day before the nationally recognized Holiday until 10:00 AM the day after the nationally recognized Holiday.
7. If a Realtor hosts a “Lunch Caravan”, “Wine and Cheese Party”, “Open House” or similar marketing “Event” during the week, **Directional Signs can be displayed from one hour before until one hour after the “Event.”** For these type events only, up to two Directional Signs may be used. Either both signs can be placed at Windward Intersections, or one of those directional signs may be placed in the For Sale listing yard, leaving the other to be placed at a Windward intersection.
8. No balloons, balloons, lights or other “attractors” are allowed on Directional Signs.
9. Two companies have been approved to produce these Directional Signs. They are Signs By Tomorrow and FastSigns. Their websites are provided in the Documents section of the Windward website.
10. If a sub-subdivision within Windward has stricter sign Rules and Regulations than Windward and/or the City of Alpharetta, the stricter Windward sub-subdivision Rules & Regulations take precedence.
11. Non-compliance with these Rules & Regulations will subject the homeowner to a fine of \$50 per sign for each infraction.

Compliance with City of Alpharetta Regulations

In addition to the above Windward regulations, all City regulations must be adhered to for on-property For Sale signs and directional signs. The Alpharetta website defines a “standard informational sign” in the city codes presented at the follow site:

https://library.municode.com/ga/alpharetta/codes/unified_development_code?nodeId=ARTIIUSLAST_S2.6SI
(see Section 2.6 Signs; then Section 2.6.3 Definitions; then scroll down to “Standard Informational Signs”)

and further information is available at

<https://www.alpharetta.ga.us/government/departments/community-development/signs>