

To: All Builders  
From: Hopewell Management Corporation  
Date: October 2010  
Re: Hawk's Landing Builder Signage

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**Message:**

In accordance with Clause 28 of the Purchase and Sale Agreement:

*"With the exception of permitted signage, the Purchaser shall not erect any signage or advertising upon the Lot, or within the Hawk's Landing community boundaries without prior written approval of the Seller. Permitted signage includes the approved builder Hawk's Landing "For Sale" signage for properties under construction available for order through the Seller or the approved realtor Hawk's Landing "For Sale" signage for completed properties available for order through the Hawk's Landing Services Co-op."*

**Option #1:** Approved builder signs may be purchased through Hopewell Management Corporation by builders working on homes in Hawk's Landing at a cost of \$500.00 (including GST). There is an additional \$50.00 charge for winter installation from December 15 to April 15 while frost conditions prevail - \$550.00 (including GST). Hopewell's signage installer will be locating the builder sign adjacent to the area designated for the lot entry cairn.

**Option #2:** As a second option builders can choose to have a sign that includes a creative concept of the home at a cost of \$975.00 installed. If the signage is required prior to final concept approval by Hopewell Management Corporation the signage can be installed in two stages. The installed sign would indicate "coming soon" in place of the home concept image, which would be installed as an overlay once approved. The cost for the two stage installation is \$1,160.00. Builders are responsible for supplying the final approved concept creative file at their own cost.

The approved signs consist of a mounted sign face on a single post. All signs will incorporate the community marketing colours & the community logo. The sign face is 32"X48" for option 1 and 48" x 96" for option two. The sign face displays the following information (in a consistent layout & font):

- Municipal Address
- Company Name
- Contact Name
- Telephone Numbers (up to two may be displayed)



**Please note: No other signage may be located on your construction site.** This includes signs from your contractors, suppliers and product manufacturers. Your assistance in ensuring that your construction site is in compliance with Hawk's Landing signage bylaws is greatly appreciated. Unapproved signs will be immediately removed.

***\*Important\*: Approved signs may remain in place until the home is occupied or up to one month following the home's possession date, subject to homeowner approval. Please note: Should you or the purchaser request a re-sale sign for the Homesite, your builder signage will be removed automatically as only one type of sign is permitted at one time.***

Please complete the following form and fax to (403) 263-4724 Attn: Community Relations Coordinator:

Sign Order Form – Builder, please refer to [www.hawkslanding.ca](http://www.hawkslanding.ca) to download

**\*Payment for the sign must be received in advance by cheque, payable to Hopewell Management Corporation and delivered to 6<sup>th</sup> Floor, 1122 4<sup>th</sup> Street SW, Calgary, AB T2R 1M1 Attn: Community Relations Coordinator\***

