

Attachment A



City of Phoenix
STREET TRANSPORTATION
DEPARTMENT

CEREMONIAL SIGN PROCEDURE

PURPOSE

To provide the procedure for the request, installation and maintenance of Ceremonial Signs in the City of Phoenix. This procedure does not pertain to the official renaming of streets, which is managed by the Planning and Development Department.

CEREMONIAL SIGNS

Ceremonial Signs supplement existing street name signs to recognize and honor people of historical or national significance, sports teams or figures, historical or cultural events, or people and groups of local significance. These include signs that celebrate:

- people (e.g., Martin Luther King, Jr. and Bishop Henry Lee Barnwell) or
- places (e.g., AZ State Fairgrounds Way).

HONOREE CRITERIA

Only requests honoring an individual, non-profit organization, significant event, or City of Phoenix landmark are eligible for consideration. Individual or organizational honorees must have made significant and clearly defined contributions to the country, state or City of Phoenix through cultural, humanitarian, historic, or military achievement. Prospective honorees should have:

- a minimum of 10 years of community involvement by demonstrating extraordinary and consistent voluntary commitment and dedication to the community; or
- made significant and clearly defined contributions to the country, state or City of Phoenix through cultural, humanitarian, historic, or military achievement, and have lived in, or otherwise are identified with, the community in a substantial way.

TYPES OF CEREMONIAL SIGNS

Ceremonial Signs may be in the form of larger “street name” signs such as those found at major street intersections that are mounted to traffic signal poles or smaller flag-mounted “sign toppers” found at local street intersections that are mounted to existing signposts.

Ceremonial “Street Name” Signs:



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These signs commemorate nationally or locally known figures who have made a significant cultural or community impact. These signs can also honor Phoenix landmarks.

Ceremonial “Street Name” Signs are 24 inches by 90 inches in size and have a blue background with white lettering so as not to confuse drivers with the official City street names (see Image 1).

These signs are generally installed at major intersections and are mounted to traffic signal poles below the City’s standard illuminated street name sign without changing the official name of the street or the official addresses of residences and businesses on the street.

No more than two Ceremonial “Street Name” Signs will be allowed at an intersection, either in the north and south direction or the east and west direction.



Image 1: Ceremonial “Street Name” Sign

Ceremonial Sign Toppers:

These signs are smaller flag-mounted sign toppers (hanging perpendicularly off of an existing signpost) that honor a local resident or organization that has made significant contributions to their local community.

These signs also have a blue background with white lettering and are 8 inches by 30 inches in size (see Image 2).

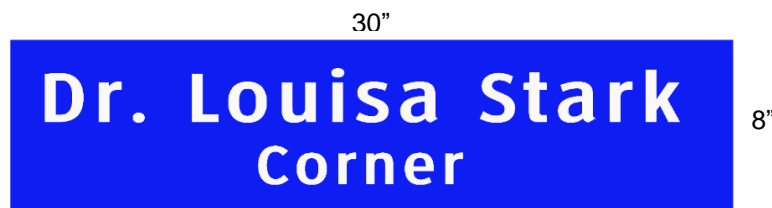


Image 2: Ceremonial Sign Topper



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APPLICATION

The Street Transportation Department does not initiate Ceremonial Sign requests. Interested groups or individuals are required to initiate the request through their Council District following this process:

- Requestor must contact their respective Council District office with the request.
- If the Council District approves the request, the requestor will be directed to contact the Street Transportation Department to move forward.
- Requestor will then be sent the appropriate application.
- The Requestor must submit the completed application to include the stated significance and benefit to the surrounding community. The request should also identify the proposed location(s) and type of ceremonial sign requested. Completed applications must be submitted to:

**City of Phoenix – Street Transportation Department
c/o Ceremonial Sign Program
200 West Washington Street, 6th Floor
Phoenix, Arizona 85003-1611**

or

michael.pinder@phoenix.gov

- Requestor (Applicant) must agree to fund all related costs, including fabrication, installation, maintenance, and replacement of damaged, worn or missing signs (as necessary).

Staff will conduct a careful review of Ceremonial Sign applications to ensure that any proposed Ceremonial Signs will not discredit or bring embarrassment to the City of Phoenix.

All Ceremonial Signs require City Council approval. Street Transportation Department staff will notify the Requestor when the request is scheduled for City Council action.

SIGN DESIGN

All Ceremonial Signs will have a blue background with white letters.

Internally illuminated signs will not be allowed since these may detract from the official street name signs at an intersection.



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Once the application is received and approved by the Street Transportation Department, staff will prepare the request for approval by City Council. The approval process may also include review and considerations by Council subcommittee(s).

Upon City Council approval, staff will work with the Requestor to process payment and finalize the wording on the sign and installation location(s). The City of Phoenix will determine the final placement of signs at the requested location(s).

FABRICATION, INSTALLATION AND MAINTENANCE

The Street Transportation Department will fabricate and install the Ceremonial Signs. Please note that staff may need to alter the location due to existing infrastructure, but any alterations will be discussed with the Requestor prior to fabrication or installation.

The Requestor must sign a letter of agreement with the terms and conditions for the Ceremonial Sign(s). These conditions include funding the full cost of the fabrication, installation, maintenance, and replacement of Ceremonial Signs. If the Ceremonial Sign request is canceled before fabrication, all payments will be returned. If the Ceremonial Sign has already been fabricated, only the field labor costs will be returned. There are no application fees. The Requestor will only pay the actual material and labor costs to install the signs.

Ceremonial Signs may be removed by the City at the end of the sign's useful life (approximately 10-12 years) or when they have been damaged by vandalism or storm events. At that time, the Requestor will be notified. If the Requestor wishes to pay for the replacement, a new sign will be fabricated and installed.

The Requestor should provide the City a minimum 120-day notice to account for City Council approval, execution of the final agreement, and final fabrication and installation of Ceremonial Signs.

CONTACT

Street Transportation Department at (602) 495-7179 for questions regarding the design, size, or placement of signs.



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Ceremonial Sign Application

Date: _____

Requestor / Applicant Name: _____

Address: _____

Phone No.: _____ Email: _____

Name of Honoree (as it would appear on sign): _____

Requested Sign Location (intersection): _____

Type of Sign Requested:

Ceremonial "Street Name" Sign

Ceremonial Sign Topper

CRITERIA FOR DESIGNATION: Please complete the following criteria, which are used in the evaluation for each request for a Ceremonial Sign. You may use additional paper if required. Check all that apply.

Historical and/or Cultural Influence of the Honoree:



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Community or Public Contributions Made by the Honoree:

Humanitarian Contributions Made by the Honoree:

Military Service (please include any Medals or Awards given to Honoree):

Notes:

1. All requests should include complete text and sample layout.
2. Once design is finalized, a mockup will be sent to the requestor for their review and approval.