



**City of Phoenix
Street Transportation Department**

Neighborhood Sign Topper Guidelines

Neighborhood sign “Toppers” are signs flag mounted beneath street name signs to demark entrances to neighborhoods from arterial or collector streets. The City approves “Toppers” recognizing that “Toppers” may serve as a catalyst for kindling interest in improving neighborhoods. For the concept to work, a requested neighborhood needs to be large enough to possess clear neighborhood boundary intersections. To have “Toppers” installed, sponsors must:

- Demonstrate consensus for the specific sign “Topper” design; and
- Gain City approval of the specific “Topper” design to ensure they are tasteful, will not confuse motorists as to street names, or potentially draw criticism from neighbors;
- Willing to pay to manufacture, install, and perpetually maintain “Toppers”.

These guidelines were prepared to help neighborhoods by providing key information as to how they may request and receive authorization to install Toppers.

Approval Process

Groups interested in exploring whether or not they qualify for sign “Toppers” should call the Street Transportation Department or check our city web page (<https://www.phoenix.gov>) to receive these guidelines. Eligibility criteria include:

- Neighborhoods which have boundary entrance intersections on arterial/collector streets.
- These include organized groups that are listed on the Neighborhood Notification database with the city of Phoenix Neighborhood Services Department or the city of Phoenix Historic Preservation Division(HP).
- Organized groups including Neighborhood Association, Homeowners Associations or Business Alliances should contact the Neighborhood Coordination Division at (602) 495-0113 to coordinate the installation of ‘Toppers’. For historic designated neighborhoods contact Historic Preservation at (602)-261-8699 .

In order to qualify, interested groups should be listed either with the City of Phoenix Historic Preservation or on the City's Neighborhood Notification database and have boundaries shown covering the locations for the proposed "Toppers". If your group is not listed on the database, the Street Transportation Department may require a petition process to document "Toppers" are desired by at least 70% of the neighborhood.

Obtaining Signs

- The City of Phoenix **CAN NOT** manufacture, install, or maintain Sign Toppers nor provide the hardware needed to attach 'toppers'.
- While no permits are required, sponsoring groups must be willing to pay for both the installation and perpetual maintenance of "Sign Toppers".
- Private sign companies can make, install and maintain signs (see yellow pages).
- A copy of these guidelines should be provided to the company selected.
- Phoenix recommends that associations use prudent business practices by selecting companies that are licensed, bonded, and adequately insured for liability.

Size and Design Criteria

"Toppers" should be attractive, readable, and not interfere with street sign navigation. Toward that end, the following guidance is offered:

- Toppers shall not exceed 8" height x 30" width; and contain only acceptable content such as the neighborhood or association name.
- Colors must be different from those used on street name signs, so as to avoid motorist confusion thinking the "Topper" sign is the name of a street.
- Intricate design/color schemes are wholly ineffective and need to be avoided. Background color needs to contrast with text color to make words stand out.
- Essential words should be a minimum of 4" in height. Other words should be a minimum of 2.5" in height. Signs may be easy to read when standing close by, but look substantially smaller when viewed from a distance and mounted 8 feet in the air.

Examples of Good Sign Design

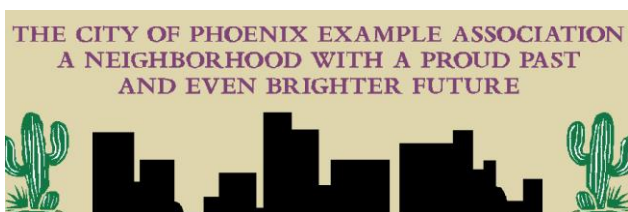


Good contrasting colors, minimal words, and good use of art.



Good contrasting colors, minimal words, and good use of art.

Examples of Poor Sign Design



Too many words results in too small of letter size to be readable. Artwork in example is distracting



Poor choice of colors, font too small, and the artwork is distracting

Mounting

- Sign Toppers can **only** be flag mounted beneath street name signs (and behind stop signs) and are prohibited on other signs.
- Sign toppers should only be installed along the exterior of the neighborhood to best identify neighborhood boundaries, such as along arterial or collector streets.



Sign Topper Hardware

Only the following approved hardware can safely be used to install sign toppers. Companies can acquire this hardware from the hardware manufacturer. See attached specification, which describes the following items:

- One 24" Metro Wing "L" Bracket
- Two 1/2" stainless steel Band-It Ear-Lokt Buckles
- Sufficient 1/2" Band-It stainless steel band for two straps

Additional Information

- Sponsoring neighborhoods are wholly responsible for repairing, removing, or replacing any signs needing attention.
- If your neighborhood disbands, sign toppers must be removed.
- Failure to comply with these guidelines may result in removal of "Toppers" by the City.

Contact

- **Street Transportation Department** at (602) 262-4659 for questions regarding the size, placement, approved hardware for sign toppers, or simply to gain advice as to sign readability. We all want signs to be readable, attractive, and appropriate.