



MEMORANDUM NEIGHBORHOOD RESOURCES - MEMO NO. NR12-002

DATE: JANUARY 10, 2012

TO: MAYOR AND CITY COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
JEFF CLARK, FIRE CHIEF
JENNIFER MORRISON, NEIGHBORHOOD RESOURCES DIRECTOR *JM/slw*

FROM: JUDY RAMOS, NEIGHBORHOOD PROGRAMS COORDINATOR *JR/slw*

SUBJECT: NEIGHBORHOOD IDENTIFICATION SIGN GRANT PROGRAM REVISION

At the January 9, 2012 City Council meeting, Councilmember Heumann proposed a revision to the Neighborhood Identification Sign Grant Program eligibility requirements to include traditional neighborhoods only. Please see the proposed language changes, highlighted in red, in attachment A.

If you have any questions regarding this information, please contact me at 480-782-4348.

Attachment A: Neighborhood Identification Sign Grant Program Requirements with proposed changes

**NEIGHBORHOOD IDENTIFICATION SIGN
GRANT PROGRAM REQUIREMENTS
REVISED**

**NEIGHBORHOOD IDENTIFICATION
SIGN GRANT PROGRAM REQUIREMENTS**

Purpose

The purpose of the City of Chandler Neighborhood Identification Sign Grant Program is to improve the livability and character of Chandler's neighborhoods and to foster a sense of pride and belonging.

Eligibility

Neighborhood groups interested in applying for the Neighborhood Identification Sign Grant Program must meet the following criteria:

- Be a traditional neighborhood, as well as a participant in the Neighborhood Registration Program with current neighborhood contacts.
- Complete the Neighborhood Identification Sign Grant Program Application (the applicant must reside in the neighborhood).
- Submit a map along outlining the placement of the signs. Sign toppers should be located at major neighborhood entry points only. Neighborhood Programs staff can work with you to help identify those locations.
- Submit a graphic to include lettering (font) and logo.
- Prior to or within six months of the grant award, neighborhood groups must agree to engage their neighborhood in one of the following ways:
 - By conducting a Block Watch Meeting in the neighborhood
 - By participating in the annual Getting Arizona Involved in Neighborhoods (G.A.I.N)
 - By attending one of the Neighborhood Program academies
 - By conducting a neighborhood survey
 - By holding an event in their neighborhood that will promote public safety

Application Review Process

- Applications approved by Traffic Engineering will be forwarded to the NAC for approval.
- Applications are reviewed by Traffic Engineering for signage placement, legibility and visibility. Neighborhood logos will be vetted for appropriateness.

Parameters

The City of Chandler will provide a list of standard sign designs, a color palette and lettering choices for the neighborhood to select. There are design exceptions for those neighborhoods with special designations such as historic neighborhoods.

- The neighborhood group will be permitted to design their neighborhood logo.
- Neighborhood groups cannot use logos that are trademarked or infringe copy write laws.



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MEMORANDUM NEIGHBORHOOD RESOURCES-COUNCIL MEMO NO. NR11-050

DATE: DECEMBER 27, 2011

TO: MAYOR AND CITY COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
JEFF CLARK, FIRE CHIEF *JC*
JENNIFER MORRISON, NEIGHBORHOOD RESOURCES DIRECTOR *JM, KC*

FROM: JUDY RAMOS, NEIGHBORHOOD PROGRAMS COORDINATOR *JR, KC*

SUBJECT: APPROVAL OF A NEIGHBORHOOD IDENTIFICATION SIGN GRANT PROGRAM TO PROVIDE SIGN TOPPERS FOR QUALIFYING NEIGHBORHOODS

RECOMMENDATION

Neighborhood Resources staff and the Neighborhood Advisory Committee (NAC) recommend approval of a Neighborhood Identification Sign Grant Program (Sign Grant Program) to provide neighborhood sign toppers for qualifying neighborhoods.

BACKGROUND

In response to one of Council's 2011-2012 Strategic Policy and Priorities for the development of programs to facilitate "neighborhood identity," Neighborhood Programs' staff worked with the City's Traffic Engineering Division to develop requirements for a Sign Grant Program for qualifying neighborhoods. The purpose of the Sign Grant Program is to improve the livability and character of Chandler neighborhoods and to foster a sense of pride and belonging. Following the development of the Sign Grant Program, staff placed the proposed program requirements on the December 12, 2011 NAC meeting agenda for discussion.

The Requirements of the Sign Grant Program described in Attachment A, outline the process by which neighborhood groups can apply and qualify. Neighborhood groups interested in the Program must be active in the City's Neighborhood Registration Program. To qualify, neighborhood groups must agree to engage their neighborhood, prior to or within six months of the grant award, in one of the following ways:

1. By conducting a Block Watch Meeting in the neighborhood
2. By participating in the annual Getting Arizona Involved in Neighborhoods (G.A.I.N) event
3. By attending one of the Neighborhood Program academies
4. By conducting a neighborhood survey
5. By holding an event in their neighborhood that will promote public safety

Applicants for the Sign Grant Program must complete an application and submit a map identifying the location of the signs, the font type for the neighborhood name and a logo designed by the neighborhood group. Sign toppers can only be located at major neighborhood entry points. The City's Traffic Engineering Division will review applications for sign placement, legibility and visibility. Applications approved by Traffic Engineering will be forwarded to the NAC for approval. Staff will provide regular updates to Mayor and City Council regarding neighborhood participation in the Program.

DISCUSSION

At the NAC meeting of December 12, 2011, the committee discussed which types of neighborhoods (traditional, HOA) would be eligible for the program. The consensus of the NAC was to make the Sign Grant Program available to both traditional and HOA neighborhoods. It was agreed that HOA neighborhoods should only be considered for the Program where clear neighborhood identification does not already exist.

FINANCIAL IMPLICATIONS

Staff estimates costs associated with the Sign Grant Program will not exceed \$10,000 in fiscal year 2011-2012. This estimate is based on a cost analysis performed by Traffic Engineering utilizing current costs for sign creation and installation. In addition, staff has preliminarily identified ten traditional (non HOA) neighborhoods anticipated to utilize the Program if approved. The list of the ten neighborhoods, along with an example of sign placement, is included in Attachment B. Funding for this program currently exists in the Neighborhood Resources program budget.

NEIGHBORHOOD ADVISORY COMMITTEE VOTE: Recommend to Council the approval of the Neighborhood Identification Sign Grant Program:

In Favor: 6 Opposed: 0 Absent: 1

PROPOSED MOTION

Approval of the Neighborhood Identification Sign Grant Program to provide neighborhood sign toppers for qualifying neighborhoods.

- Attachments: A. Neighborhood Identification Sign Grant Program Requirements
 B. Ten Potential Qualifying Neighborhoods for Neighborhood Identification Sign Grant Program

NEIGHBORHOOD IDENTIFICATION SIGN
GRANT PROGRAM REQUIREMENTS

NEIGHBORHOOD IDENTIFICATION
SIGN GRANT PROGRAM REQUIREMENTS

Purpose

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Eligibility

Neighborhood groups interested in applying for the Neighborhood Identification Sign Grant Program must meet the following criteria:

- Be active in the City of Chandler's Neighborhood Registration Program.
- Complete the Neighborhood Identification Sign Grant Program Application (the applicant must reside in the neighborhood).
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Option 1



Option 2

Decorative Street Name Signs
 Potential Qualifying Neighborhoods

Neighborhood	Cross Streets	No. of Entry Points
1 Action Committee of Central Chandler	SE Arizona & Frye	4
2 Amberwood North	SW Elliot & Arizona	9
3 Galveston	SW McQueen & Galveston	9
4 Green Valley Estates	NW Frye & Dobson	3
5 Hearthstone	Chandler & Ch Village	3
6 Hoy Homes	SW Galveston & Chandler	9
7 New Horizons	NW Arizona & Elliot	4
8 Orange Tree	NW Dobson & Warner	8
9 Pamela Park	SW Chandler & McQueen	2
10 Silk Stocking	NE Chandler & Arizona	10
Total Intersections =		61
Unit Cost (ea)		\$127
Program Cost		\$7,747
Taxes		\$682
Total		\$8,429