



NEIGHBORHOOD SIGN TOPPER GRANT PROGRAM GUIDEBOOK

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For more information, contact:

City of Carrollton
Neighborhood Partnership Office
Community Services Division
1945 East Jackson Road
Carrollton, Texas 75006

Phone: (972) 466-4299

Fax: (972) 466-3175

Email: community.development@cityofcarrollton.com

To review a copy of the Neighborhood Identification Sign Request Form, please visit the Neighborhood Partnership Office (NPO) website at <http://www.cityofcarrollton.com/departments/departments-af/communitydevelopment/grants-incentives-neighborhood-improvement-inactionimpact/myneighborhood/sign-topper-grant> and click on the application link.

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SECTION 1: INTRODUCTION

Sign Toppers – Identification Signs and Sign Pole Standards for Neighborhoods

Sign Topper grants are available through the City of Carrollton's Neighborhood Partnership Office (NPO). Neighborhood Associations may apply for grant funding and installation of neighborhood identification signs or sign pole standards in their respective neighborhoods.

These decorative sign toppers are a great way to:

- Help neighborhoods be recognized for their unique character
- Increase the visibility of a neighborhood to non-residents
- Encourage a sense of belonging and neighborhood pride
- Complement other neighborhood identity efforts

These guidelines detail the requirements and procedures for sign design or sign pole approval, sign fabrication/purchasing, and sign or sign pole installation.

Playing a major role in this mission are the nine (9) members of the Neighborhood Advisory Commission (NAC). The NAC was established by City Council to help develop and recommend general policies, strategies, and programs related to the development, preservation, improvement, and revitalization of Carrollton's many neighborhoods. The NAC's responsibility is to review and approve Sign Topper Grant requests for funding. Every neighborhood has a Neighborhood Advisory Commissioner that represents them. Check with the Neighborhood Partnership Office (NPO) to find out who represents your community by emailing community.development@cityofcarrollton.com.

Qualified Neighborhoods Must:

- Be an organized Homeowner's Association or Neighborhood Association within City of Carrollton limits
- Register with the City's Neighborhood Partnership Office on an annual basis
- Have been established for at least 10 years
- Have a minimum of 30 residential units
- Match 1/3 of the total cost of the signs with sweat equity or donated funds

Neighborhood Support Requirements

Neighborhood support for the grant request is extremely important to the NAC when reviewing grant proposals. The sooner the neighborhood can begin working together, the more effectively organized it will become. Below are frequently asked questions to consider prior to beginning a sign topper grant request:

Will the community support this project?

Neighborhood meetings are a great way to measure neighborhood support before applying for a grant. At this meeting, determine who is willing and able to volunteer the time necessary to successfully complete the proposed project and establish a project team.

A neighborhood survey is a good way to gather information on neighborhood ideas and support. Conducting a neighborhood survey can provide answers for two evaluative criteria used by the Commission when reviewing grant applications.

The first criterion is the Partnership Factor – determine who is willing to volunteer time or money for the sign toppers.

The second criterion is Neighborhood Support – after completing and prioritizing the survey results, it can help determine how many of neighborhood residents are in support of the proposed project.

Survey instruments to consider include asking questions door-to-door; circulating support petitions; mailing out surveys, etc. One online surveying tool that most neighborhoods in the past have used to collect neighborhood support is Survey Monkey. This is included in the sweat equity contribution.

Design Requirements

Every sign topper is unique. Neighborhoods are encouraged to work together on creating meaningful designs that highlight the community culture. Sign toppers may include logos, insignias, established date, and the name of the neighborhood. If this is not known or established, this is a good time to create the community personality.

Sign pole standards must meet city requirements and be approved by the Engineering Department if the sign pole requested differs from the one offered by the city.

Fabrication Requirements

Design the sign topper following the Sign Design Specifications. The sign company will likely charge the HOA or neighborhood association for any design work, so it is recommended to have volunteers complete as much of it as possible. **The sign design or sign pole the association submits must include the sign color, font, shape, logo or insignia, thickness, size, and sheeting type.** Once the design is finalized, send the sign design mockup to the Neighborhood Partnership Office for review. The design needs to be included in the Sign Topper application.

Design Specifications

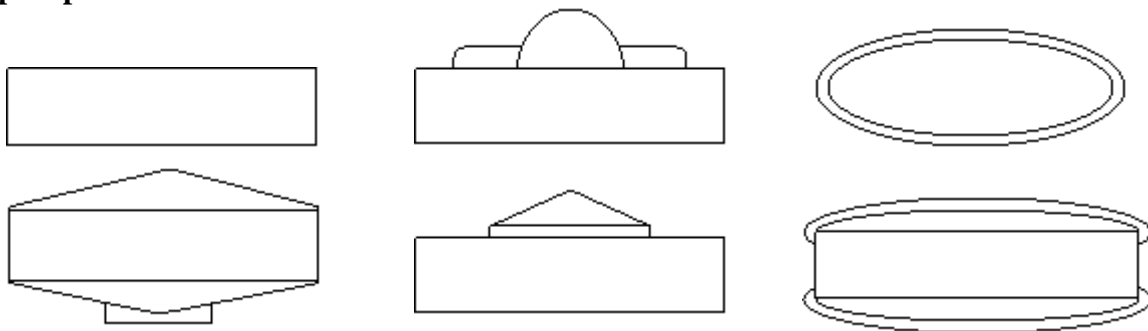
Colors Available



Fonts Available

- **Copperplate Gothic Bold**
- **Georgia**
- **Goudy Old Style**
- **Tahoma**

Shape Options



Substrate

- Sign substrate shall be anodized aluminum with a thickness of .08 inches with corners clipped to a 1-inch radius.
- Overall height no greater than 9 inches. Overall length 18 inches.

Sheeting

- Must be Type 1 – Engineering Grade Retro-Reflective sheeting, Type II – Super

Engineering Grade Retro-Reflective sheeting or Type III – High Intensity Grade Retroreflective sheeting with a manufacturer’s warranty of a minimum of seven years for outdoor use.

- Each sign shall be double-sided and identical on both sides of the sign.

Sign Pole Standards

Sign pole options provided by the city include the following type:

- A standard stainless steel sign pole that is powder-coated black; or
- A 12’ aluminum pole, with an acorn type finial, and a 2’ base with a 4” outside diameter pole.

Costs for a standard stainless steel sign pole powder-coated black supplied by the city has a \$100 cost for each sign pole. The city will maintain these signposts.

Decorative signpost standards offered by the city have a cost of \$381 for each signpost. There is an additional cost for street sign brackets that would need to be attached to the signposts and the signpost installation. The HOA will be responsible for maintenance of the decorative signposts in perpetuity, except where noted otherwise.

Contact the Neighborhood Partnership Office at community.development@cityofcarrollton.com or 972-466-4296

For more information on the grant, check out the Sign Topper Grant on the City of Carrollton website at:

<http://www.cityofcarrollton.com/departments/departments-a-f/community-development/grantsincentives-neighborhood-improvement-in-actionimpact/myneighborhood/sign-topper-grant>

Maintenance Requirements

Sign Toppers will have a long-term positive impact on the neighborhood and the City of Carrollton as a whole. All sign topper application recipients are required to maintain their property in perpetuity. Due to the high probability that signs toppers will be lost due to auto accidents, inclement weather or vandalism, applicants are required to order 2 – 3 additional signs to be stored at the City of Carrollton Sign Shop for replacement.

When any neighborhood identification sign needs replacement due to vandalism, loss, or normal wear, the neighborhood association will be responsible for all associated costs. In order to install the replacements, the neighborhood will need to submit a new request form. All procedures for fabrication, approval, and installation will apply to replacements. Any additional signs will be paid for with neighborhood funds.

The City of Carrollton reserves the right to remove any neighborhood identification sign or signpost, which becomes damaged or unsightly. When possible, the City of Carrollton will notify

the neighborhood association of the removal and the location where to pick up the sign or signpost.

There is no cost for installation, as the Carrollton Public Works Department will install all signs. There also is no cost for installation of the powder-coated stainless-steel signposts. The HOA or neighborhood association will bear the installation cost of all other types of signposts.

Match Requirements

The maximum amount of the City's contribution to any one entity for a project under the NEMGP Sign Topper Grant is five thousand dollars (\$5,000) per year. Neighborhoods are required to match the city's contribution with cash donations, in kind donations or volunteer labor. The neighborhood is required to match \$1 to every \$2 the city contributes.

It will be important to determine if the neighborhood can afford the sign topper grant prior to application. On average, an individual sign topper costs \$45 per sign. Costs for sign poles vary depending upon the type used for the project.

Donated cash must be available in the neighborhood organization's bank account at time of application. A statement or other documentation showing the account balance is required.

Volunteer labor (sweat equity) will come from the community to do the work for the project. The current volunteer labor rate is \$15/hour. See Neighborhood Match explanation on page 10 for examples.

SECTION 2. COMPLETING THE APPLICATION

Take the time to answer the questions accurately. Try to identify creative approaches to involve all neighbors in the design process.

The NPO accepts Sign Topper applications year-round. Once submitted the application will be reviewed by NPO staff for completeness. Public Works must review the submitted application for approval. No incomplete applications are accepted. Once Staff approves the application, it will be placed on the agenda for the next available NAC meeting for approval.

Project Description

- A. **Describe the project in detail.** Describe how the neighborhood designed the proposed sign topper and how the neighborhood decided to use this design. How does the design help promote neighborhood identity? Sign toppers can include logos, insignias, established date and name of the neighborhood. What sign color? Which font? Is there a logo?

- B. **How many TOTAL street signs does the Homeowner’s Association (HOA)/Neighborhood Association (NA) currently have?** Not all street signs have to have a sign topper. Count the number of existing street signs within the boundaries of the neighborhood.
- C. **Specify the locations where the sign toppers will be installed.** Identification signs are only installed on top of existing street name sign assemblies.

There are two options regarding the number of signs to be installed within the boundaries of the neighborhood:

- a. **Option 1:** Install neighborhood identification signs along the perimeter boundary or entrances to the neighborhood, only.
- b. **Option 2:** Install neighborhood identification signs at all intersections within the boundary of the neighborhood.

List all intersections using both street names (see Figure 1) and attach a map with locations identified. Please note some intersections have two street signs.

Figure 1.

SW corner of Main St. and 1 st St.	SW corner of Pearl St. and Main St.
NE corner of Main St. and 1 st St.	NE corner of Pearl St. and Main St.
Main and 3 rd St	Pearl St. and 3 rd St.
Main and 5 th St.	Pearl St. and 5 th St.
Main and 7 th St.	
Total 5	Total 4

Total: 9

- D. **Specify the number of sign toppers or sign poles requested;** include 2 – 3 additional replacement signs or sign poles to be stored at the City of Carrollton in case sign toppers or sign poles are damaged or stolen. (For example, if the total number of street signs in the geographical boundaries of the neighborhood is 9, and all will have a sign topper, request 12 sign toppers (total number of signs to be ordered))

Neighborhood Support

What percentage of the neighborhood is in support of this project?

See Figure 2 for an example.

Figure 2.

Total number of households in the neighborhood	100
Number of households notified about the project (Notified by a survey, email, flyer etc....)	90
Number of households indicating support (Provide survey results, emails, meeting minutes...)	60
Percentage of neighborhood support (households in support / total households x 100) $60/100 \times 100$	60%
How many households have not been informed about this project? (Vacant houses, out of town, no response...)	10
Percentage of uninformed households (uninformed households / total households x 100) $10/100 \times 100$	10%

How was the neighborhood involved in designing the sign?

Please list activities implemented to solicit neighborhood input on the sign design i.e., list any meetings, surveys/polls conducted, posts to the neighborhood webpage, Nextdoor or Facebook, petitions signed, or newsletters, e-mails etc. utilized to gather resident input. Include any discussion of survey results, e-mails, meeting minutes or newsletters.

How much is this going to cost?

Use the Budget Worksheet to determine the cost of the project to the neighborhood. The total cost of the project must be determined. The neighborhood will pay 33.34% of the cost minus sweat equity and monetary donations.

Total Project Cost

Coordinating with a sign company on the design and production of the signs will occur at this stage. The total project cost will include sign costs, design fees, shipping, and other misc. costs. The City of Carrollton will include brackets for the installation and are not included in the quote. See Figure 3 for example of cost estimate.

Figure 3.

Item	\$ Amount
Total number of signs requested	30
Price per sign	\$ 45

A. Cost of Materials (# of signs x price per sign) =	\$ 1,350
B. Misc. Costs (setup fee, delivery fee)	\$ 30
C. Total Cost Estimate (Enter this amount on page 4)	\$ 1,380

Neighborhood Match

Volunteer labor is only calculated for completing the application. This includes volunteer hours for designing, counting/listing of signs needed, working with the sign company, and working with the NPO, writing the grant, and preparing the NAC presentation. Each task must be listed separately on the actual budget worksheet. The hourly rate for volunteer hours is \$15/per hour.

To calculate the value of sweat equity, list each task that will be performed by volunteer labor (such as application preparation and reporting time); the number of people participating; and the hours estimated to perform the task. Then, for each task, multiply the number of people performing the sweat equity; the total number of hours estimated to complete the task; and the rate of \$15 per hour. Finally, find the total sum of the “\$ Value of Sweat Equity” column. Insert this total on page 4 of the application. See Figure 4 for example of the value of sweat equity.

Figure 4.

Task	Number of People Participating	Number of Hours	Hourly Rate	\$ Value of Sweat Equity
Initial meeting	5	1	\$15.00	\$ 75
Neighborhood survey	1	3	\$15.00	\$ 45
Design	3	2	\$15.00	\$ 90
Meet with NPO	2	1	\$15.00	\$ 30
Complete application	2	2	\$15.00	\$ 60
NAC presentation	2	2	\$15.00	\$ 60
Total Value of Sweat Equity				\$360

Neighborhood Monetary Contribution

Please provide the amount of sweat equity from above cash donations received for project. Cash donations can be from individuals, local companies, or fundraising. The funds must be in the neighborhood account when the application is submitted. See Figure 5 for an example of neighborhood monetary contributions.

Figure 5.

Neighborhood Portion of Grant (1/3 of total project cost estimate (total cost x .3334))	\$ 460
Subtract Total Value of Sweat Equity (above)	-\$ 360
Subtract Total Value of Upfront Cash Donations	-\$ 20
	\$
Total neighborhood Monetary Contribution (Enter this amount in the table below) pg. 4	\$ 80

Final Budget Calculation

To complete the final project cost estimate, subtract the Neighborhood Monetary Contribution (1/3 of total project cost – sweat equity) from the calculated cost of the project as determined on page 4. See Figure 6 for example on total grant requested.

Figure 6.

Budget Item	\$ Amount
Total Estimated Cost of Project (A)	\$ 1,380
Subtract Total Neighborhood Monetary Contribution (C)	\$ 80
Total Grant Requested (\$5,000.00 maximum)	\$ 1,300

SECTION 3. SUBMITTING THE APPLICATION

After ensuring that the project is eligible and the application is complete, submit the application to the Neighborhood Partnership Office. Applications are accepted on an on-going basis but are due three weeks before the next Neighborhood Advisory Commission meeting in order to be put on the next meeting agenda.

- Ensure the application form and budget worksheet is complete.
- Print the first page of the application and obtain signatures from the Project Team Leaders. Scan the page and include it with all other required documents.

- Ensure that the sign topper mock-up of the approved design is included with the application.
- Save the application and attach it to an email to be sent to community.development@cityofcarrollton.com.
- If technical issues prevent emailing the required documents, supporting documents, mail or deliver the application to:

City of Carrollton
Neighborhood Partnership Office
Environmental Services Department
1945 E. Jackson Rd.
Carrollton, TX 75006

Staff Review

After an application is submitted, City staff will review to ensure that all program requirements are met. Staff may request additional information or revisions to the proposal from the project coordinator. After having met all sign topper specifications, the proposal is approved for presentation to the NAC at their next scheduled meeting.

Neighborhood Presentation

Neighborhoods are required to present proposals at the scheduled NAC meeting and are given 510 minutes to present with a PowerPoint, flip charts or with handouts. This demonstrates to the NAC the investment of the community for the project. The NAC approves the sign design only if it complies with all the requirements listed in the guidelines. At this meeting, the NAC will vote on whether to approve or deny the neighborhood proposal.

SECTION 4. IMPLEMENTATION

Neighborhood Partnership staff will monitor projects through completion, providing technical assistance as needed and will order the signs.

Agreements

Following approval of a neighborhood grant application and prior to the commencement of any progress on the project, the neighborhood organization will be required to enter into a written agreement with the City (the “Sign-Topper Project Agreement”). The president of the neighborhood organization and the primary project coordinator must sign and notarize the Sign-Topper project agreement. This Sign-Topper project agreement will set forth the scope of work performed, the resources pledged by the neighborhood, the amount of the grant from the City, and the date by which the project must be completed. In addition, the Neighborhood Association President and Assistant City Manager must sign and notarize a Maintenance and License

agreement This agreement outlines the terms and conditions of the installation and maintenance of the Sign Toppers.

Installation Guidelines

Public Works installs the signs and poles for the neighborhood. Installation of the neighborhood identification signs and poles will be completed within 90 working days after the City has received the signs.

Disbursement of Funds

Final payment for a project will only be made once the project is complete. It is the neighborhood's responsibility to approve the project has been completed to expectations.

The neighborhood will pay any "cash match" identified in the application to the City after installation. Please note this may change depending on the final cost of the project. If the neighborhood owes any additional monies, the city will send a communication about final payment.

Project Close Out

The President of the neighborhood must sign a Release of All Claims. This release is a legal document that states that the project is completed to the BOD's expectations, is paid for by the City of Carrollton, and the Board of Directors of the community absolves the City of Carrollton of all legal liability.