

POLICY – Street Sign Topper Policy

Residents of the City of Greater Sudbury value their neighbourhoods, often giving an area a name to identify it. The identification of neighbourhoods is not officially recognized by the City of Greater Sudbury, but by its residents. All too often, visitors and citizens wonder where a neighborhood, district, addition or subdivision is located. There are, after all, no lines on the ground to delineate the boundaries of the community. As there are no official boundaries, great care must be taken to determine them. Through the Public Participation Policy, the City of Greater Sudbury encourages community involvement in the preservation of neighbourhood pride and strong sense of community.

Street Sign Toppers are common in many Canadian and American cities. They build community identity and pride, cultivate an awareness of the significance of the designated area, and are a gentle reminder of the diversity of neighborhoods in each city.

Street Sign toppers are placed on top of existing street signs throughout an identified neighbourhood, district, addition or subdivision to delineate the boundaries of the identified area.

The purpose of the Street Sign Topper is to introduce and brand a new neighborhood, district, addition or subdivision, or to revitalize, reinvigorate and improve an older or historic neighborhood, district, addition or subdivision -- in either case, they are recognized as special and having unique character.

Sign Toppers increase visibility, advertise the name of the district/neighbourhood and encourage a sense of civic pride and belonging from residents. They provide residents with an opportunity to esthetically improve their community, compliment other neighbourhood identity efforts, and encourage the development of a healthy community.

1. DESIGNATING AN AREA

- Individuals and/or groups requesting to designate an area by the use of street sign toppers will be responsible for identifying the boundaries.
- These boundaries should reflect at least one of the following: an area of unique architecture; a commercial district (BIA); a ceremonial purpose (parade route); a historical settlement area; an area of historical importance; to announce the arrival to a specific area
- Applicants must confer with the residents of the designated area through a public consultation process and receive consensus amongst all involved with the consultation process

2. NAMING THE BOUNDARY

- Names shall be distinctive to the area which it represents
- Names should convey a sense of place and community and should celebrate the distinguishing characteristics of the neighbourhood
- Names should be understandable, recognizable and explainable to the citizens of the community and should respect the values of all members of our community
- Shall be approved by Council and considered proposed until so approved

3. SIGN SPECIFICATIONS

- Street Sign Toppers will be no larger than 18.5” wide x 10.5” tall and will be limited to 2 colours, one being white
- Text on Street Sign Toppers will be legible for pedestrians and vehicle traffic
- Street Sign Toppers are to be located on top of street signs and shall not obstruct the view of existing signage for pedestrians and vehicular traffic

- Street Signs Toppers will be used to designate an area
- Street Sign Toppers are not appropriate for commercial advertisement, the promotion of any type of negative message or the promotion of date specific events
- Wording on the signs will have to conform with the City of Greater Sudbury's Official Language Policy
- Applicants will have to provide the number of signs and their exact locations in the requested area

4. INSTALLATION, MAINTENANCE & SPECIFICATIONS

- The fabrication, installation, maintenance and removal of the signs is to be paid for by the applicant
- The fabrication, installation, maintenance and removal of the signs will be completed by the City of Greater Sudbury
- Signs with visible wear or damages will have to be replaced at a cost to the applicant
- The applicants will bear the responsibility of monitoring the condition of the street sign toppers
- Should a sign become stolen or damaged, the applicant can request and pay for new signs to be installed
- The City of Greater Sudbury reserves the right to remove Street Sign Toppers for the following reasons: the signs are damaged, worn or no longer serve their purpose
- The City of Greater Sudbury will bear liability for the Street Sign Toppers
- While the Street Sign Toppers remain installed, they will be the property of the City of Greater Sudbury

5. APPLICATION PROCESS

- All requests shall be submitted in writing and shall include the rationale for the proposed name and boundaries as well as a sketch of the proposed topper. Letters of support and minutes from the community consultation are required.
- All requests will be submitted to the department of Community Development for review within the framework of this policy, and require approval of council.
- A standard application form listing all requirements and information, including cost estimates, shall be made available to the applicants
- All costs, including fabrication, installation, maintenance and removal, associated with the Street Sign Toppers will be paid for by the originators of the request.
- Should the applicants abandon the project after completion, the responsibility for the toppers will fall on the City of Greater Sudbury, to the department overseeing the application requests
- The City of Greater Sudbury reserves the right to refuse approval for any reason