

City of Cathedral City
Street, Neighborhood and/or District Identification Street Sign Blade “Toppers”
INSTRUCTIONS AND APPLICATION

The City approval process for street, neighborhood and/or district identification "Toppers" outlined in this application covers only those signs to be placed above a City maintained street name blade assembly that is installed within the public right-of-way.

Understanding the Process

The following outlines the City's street, neighborhood and/or district Topper permitting, review and approval process. All Toppers will be subject to City Council final approval.

1. DESIGNATE THE BOUNDARIES OF THE STREET, NEIGHBORHOOD AND/OR DISTRICT INTENDED TO RECEIVE TOPPERS

- Individuals and/or groups requesting to designate a street, a neighborhood and/or district using a single or multiple Toppers are responsible for identifying the street, neighborhood and/or district boundaries where the Topper(s) are proposed to be placed. This determination is the first step in the process and needs to be completed well before making the initial Topper application with the City. Topper applicants must confer with the residents/businesses of the designated area through a public consultation process and must be able to demonstrate consensus amongst all involved and affected via a petition or questionnaire.
- Street/neighborhood/district boundaries need to reflect at least one of the following conditions: a location of a historically or culturally significant person, an area of unique architecture or historic significance; a commercial district; a ceremonial purpose (such as a parade route, festival area, major sporting event course, etc.); an established neighborhood whether a specific subdivision or a zoning district; a City identified district.
- Applicants must furnish a map of the area to be designated using Toppers, locations of the proposed Toppers and the quantities requested. The map needs to clearly illustrate street/neighborhood and/or district boundaries and significant features, including subdivision boundaries.

2. NAMES ON THE TOPPERS FOR THE STREET, NEIGHBORHOOD AND/OR DISTRICT

- Names for street, neighborhoods and/or districts Toppers shall be unique, distinctive and clearly associated to the area that it is intended to represent.
- Names on Toppers should convey a sense of place and community and should celebrate the distinguishing characteristics of the street, neighborhood and/or district.
- Names on Toppers should be understandable, recognizable and explainable to the citizens of the community.

3. STREET, NEIGHBORHOOD AND/OR DISTRICT TOPPER SPECIFICATIONS

- Maximum Topper sign blade dimensions are 26” wide and 12” tall. (The City will only authorize a maximum of one topper assembly per street name blade sign pole.)
- Toppers will be constructed of 0.100” thick sheet aluminum with anti-fading/graffiti coating.

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- Text on Toppers will be legible for pedestrians and vehicular traffic.
 - Toppers can only be used to identify a street, neighborhood and/or district as previously stated. Toppers cannot be used for purposes of commercial advertising, the promotion of any type of negative message or the promotion of date specific events.
 - Graphics and wording on the Toppers are subject to review and recommendation for approval by the City of Cathedral City Public Works Department, the Engineering Department’s Traffic Division and the City Manager prior to forwarding to City Council.
 - The City Council will make the final determination if the Topper is appropriate and if consensus amongst all involved and affected has been achieved.
 - Applicants are responsible for proposing Topper locations and, if approved, pay the fee for the fabrication and installation of each Topper by the City in accordance with the requirements within this application and payment of the applicable fees on a per Topper basis. Toppers will only be ordered and installed by the City of Cathedral City.
4. COMPLETE AND SUBMIT THE STREET, NEIGHBORHOOD AND/OR DISTRICT TOPPER APPLICATION
- Submit completed Topper applications to the Cathedral City Public Works Department. The Public Works Department will review the application for conformance with the requirements of this policy prior to forwarding to the Engineering Department’s Traffic Division and City Manager. The City of Cathedral City reserves the right to refuse approval of an application for any reason.

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Application for Street, Neighborhood and/or District Toppers

Submit completed applications to:

City of Cathedral City
Public Works Department
Attn: Public Works Manager
68-700 Avenida Lalo Guerrero
Cathedral City CA 92234

CONTACT INFORMATION

Name of Street, Neighborhood and/or District to be identified for the toppers:

Is the area to be identified using toppers part of an established street, neighborhood, subdivision,
or commercial/business district? ☐ Yes ☐ No

Name of Person(s) Responsible for Application:

Address:

Full mailing address – City, State, Zip Code

Email:

Phone:

List phone number(s) where you can be reached during normal business hours

Message to Appear on Proposed Topper:

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Map showing the street, neighborhood and/or district boundaries and the location of the existing street name sign blade poles where sign Toppers are proposed:

Sketch in this space and/or attach a map that clearly illustrates boundary limits and note all locations where Toppers are proposed

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Fees:

- \$194.00 nonrefundable fee required when submitting this Topper application for City review.

If the topper application is recommended for City Council approval by City Staff, the Applicant will pay the following fees before being presented to the City Council:

- A \$209.00 Topper Staff Report preparation fee.

If the topper receives approval from the City Council, the Applicant will pay the following fees:

- \$100.00 graphics preparation fee. Single fee is applicable for one topper or multiple identically named toppers.
- \$175.00 fee for the fabrication of each topper, installation hardware and delivery to the City.
- \$80.00 fee for installation labor and equipment for each topper.

Once fees are paid, Toppers become the property of the City of Cathedral City. The City of Cathedral City reserves the right to remove Toppers for any reason, including but not limited to, Toppers that are damaged, faded or otherwise no longer serve their originally intended purpose. The City of Cathedral City is not responsible to maintain Toppers and is not responsible for their replacement if they are missing, damaged or destroyed. Applicants may pay fees for replacement Toppers for the City to install if maintenance and/or replacement is necessary. The fees to fabricate and install a replacement Topper is the same as the fee to install a new Topper.

Note: City Council reserves the right to make exceptions to this Topper Policy for signage and/or recognitions in conjunction with established student naming programs, school Topper programs, the Facility Naming Policy and any other overlapping naming recognition programs.