

Residential Neighborhood Sign Program Guidelines

Creating a welcoming entrance is not only a way to convey the name of a neighborhood, but it should provide a meaningful opportunity for neighbors to connect and engage in valuable conversations around neighborhood culture and identity. The City of Rockford is excited to offer an opportunity for neighborhoods to receive financial support in establishing beautiful, inviting entrances that thoughtfully reflect the diversity and culture of their residents.



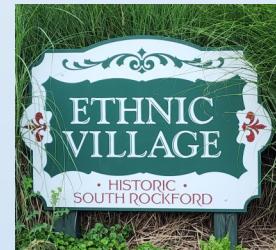
Location:

- Signs shall be placed at major principal entrances to neighborhoods.
- All required permissions and permits must be obtained.
- Signs in ROW shall be lit externally.
 - Solar spotlights are recommended.
 - Wired lighting is ok if electrical access already exists; grant will not pay for electrical installation.
- Signs should be placed at least 20'-25' feet from intersection; safety of pedestrians, drivers, bicyclists, and other modes of transportation must be prioritized.



Design and installation of sign:

- Shall not exceed 25 square feet in size and 6' in height
- Shall be installed using 2 posts, one on each side, made of a durable material such as wood, metal, or masonry
 - Sign itself and installation method shall also ensure durability
- Shall not be internally lit nor contain neon lighting
- Should artistically represent the shared vision of culture and identity of the neighborhood, preferably determined by a group of neighbors who represent the diversity of residents throughout the neighborhood*
 - Once design is created, it must be shared with all neighbors, requesting and encouraging feedback; a door-to-door effort is recommended to ensure inclusivity. Notification and opportunity for feedback must include your alderman; *alderman signature must be acquired prior to submitting design.*
 - An in-person meeting to allow for discussion and input from all residents is recommended.
- Shall include complementary landscaping
 - Only perennial, low growing plants
 - Can supplement design with planters, sculptures, and/or other artistic elements, but they must be reasonably secured to avoid theft
 - Must provide plan for maintenance and upkeep



Budget:

- A detailed budget must be submitted at time of application.
- A maximum of \$7500 will be awarded to each qualifying applicant.
 - Artist design fees shall not exceed \$500.
 - No more than \$1500 can be spent on landscaping and other artistic elements separate from the sign.
- At least 2 quotes are required for all professionally created and installed elements.
- A detailed reconciliation, including copies of all receipts, is due within 30 days of sign installation.



For more information, contact
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*Approval of Pre-Application requires the following:

- 1) Neighbors have at least begun to organize; responsible leaders have been identified.
- 2) Neighbors have come together to discuss neighborhood identity and signage.
- 3) The name and reported boundaries of the neighborhood coincide with City records.