



Neighborhood Identification Sign Program

Developed November 2021

The Roseville City Council (hereinafter, "City Council") desires to establish a Neighborhood Identification Sign Policy and Program (hereinafter, "Neighborhood Identification Sign Program" or "program") to assist residents and visitors identify neighborhoods within the City of Roseville (hereinafter, "City of Roseville" or "City").

In adopting this program, City Council declares that the use of any City of Roseville pole, post, facility, property, or otherwise, shall not serve as a forum for free expression of the public; that such use is for non-public forum neighborhood identification purposes and an expression of City Council, directly or through its designee(s) (government speech).

The purpose of this program is to establish clear guidance from the City Council regarding its policy, use, and the approval of Neighborhood Identification Signs on City owned property (e.g., poles, posts, facilities, etc.).

In adopting this program, City Council declares that the City retains sole and final discretion and approval authority and that utilization of any City property is not intended and shall not serve as a forum for free expression by the public; that these locations are non-public forums for the display of government speech to assist visitors and residents in and around our community.

What is a Neighborhood Identification Sign?

The Neighborhood Identification Sign Program helps residents and visitors identify Roseville Coalition of Neighborhood Association (RCONA) recognized and active neighborhood associations within Roseville. This program reinforces the sense of identity and pride within neighborhoods.

These aluminum signs will display "Welcome to the <neighborhood association name>" and may also include a simple emblem representative of the specific neighborhood. These emblems must follow the guidelines outlined in section four of the City's Policy Pertaining to Advertising on or in Roseville Transit Vehicles, Facilities, Guides, and Maps.

The sign design and installation location(s) must be approved by the City of Roseville, with sole and final approval authority, and the RCONA Executive Board, with proof of formal approval, prior to installation by the City.

The signs can only be installed by City of Roseville staff or contractors retained by the City. Any signs not approved by the City and the RCONA Executive Board or not installed by City staff or City contractors will be removed at the neighborhood association's expense.

Design

A design template will be provided by the City. The City's Public Affairs and Communications Department will assist with design as resources allow. The City of Roseville will review signs prior to manufacturing to verify that the sign design and colors meet the program requirements.

- Signs will be designed to fit an 18 inch x 24 inch panel for Neighborhood Identification signs (this is the same size as Neighborhood Watch signs), single sided.
- Signs cannot be made with color combinations reserved for traffic control devices such as STOP signs, speed limit signs, school warning signs, etc. (red, black, or white, yellow).

Fabrication Requirements

The signs will be fabricated by the City according to CalTrans and the City of Roseville requirements.

- Signs will be fabricated on .080 inch aluminum panel using ASTM IV High Intensity Prismatic sheeting.
- UV-protective sheeting will be included to extend the life of the colors.

Sign Installation

- Neighborhood identification signs will be installed along the **perimeter** of the neighborhood association boundary at significant entry points to the neighborhood only, as determined and approved by the City with a limit of eight signs per Neighborhood Association.
- Installation on existing sign poles and street light poles will be prioritized. These Neighborhood Identification Signs cannot be installed with regulatory or warning

signs, and some other traffic control signage. The City retains the sole discretion to determine the ultimate location of the Neighborhood Identification Signs.

- Damaged, vandalized, unsafe or deteriorating signs or signs in need of repair can be removed at the sole discretion of the City.
- Signs will be installed as scheduling allows. Safety and other City maintenance responsibilities will be a priority.

Design and Application Review

The neighborhood association sponsoring the application shall submit all required paperwork to the City of Roseville, Public Works Department. The Public Works Department shall coordinate review and approval of the sign design, sign placement and installation.

Duration of Program

The City reserves the right to terminate the Neighborhood Identification Sign Program at any time in its sole discretion.