

# DISTRICT & HERITAGE SIGN PROGRAM

**COMMUNITY • BELONGING • PLACEMAKING • PRIDE**

The Department of City Experience and Public Works Department have partnered together to facilitate the District & Heritage Sign Program for destination districts, commercial corridors, and organizations/groups to commemorate areas within our city with historic and/or cultural significance.

This program aims to:

- Increase placemaking efforts in our destination districts.
- Honor our unique history and culture.
- Help with wayfinding for locals and visitors alike.
- Enhance Tulsans' attachment to their community.



## District & Heritage Signs may have two components:

1. A 22" circle that serves as the district/heritage sign
2. Wayfinding sign blades (as an optional add-on). Wayfinding sign blades vary in size to fit the verbiage / characters needed. A total of 2 wayfinding sign blades can be installed with a 22" circle district and heritage sign.

## Signs...

- Must be located within a specified area in an established destination district, commercial corridor, or an area with historic and/or cultural significance.
- Must be installed on their own sign poles that are maintained by the City of Tulsa within the public right-of-way. *This policy applies to all public streets in the City of Tulsa. It does not attempt to regulate signage on private streets and driveways.*
- Support community-driven placemaking.

## Program Fees

### \$150.00 Application Fee

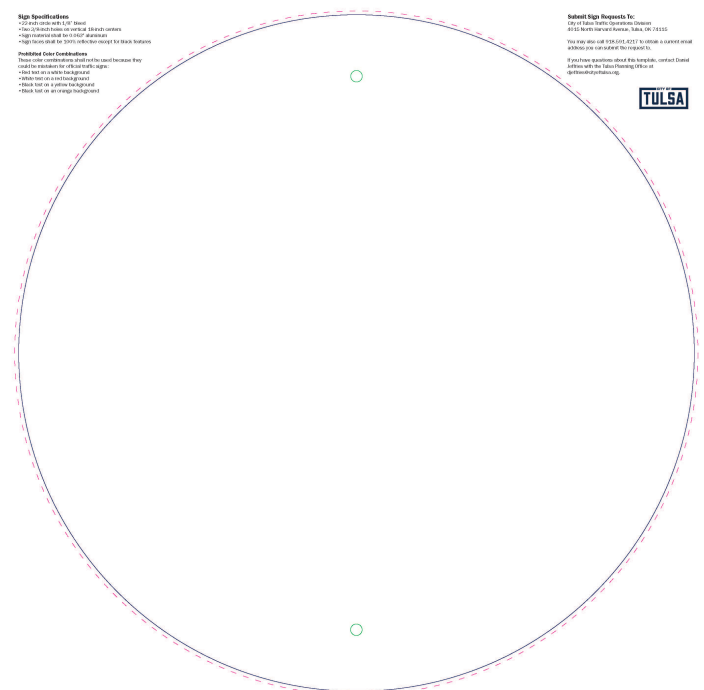
**\$150.00 Installation Fee** (for the first sign). **\$100.00** for each additional sign (if multiple signs are requested). Fee includes the cost of installation hardware needed for sign assembly and installation, the sign pole, and the installation of the sign by the City. *Signs will remain installed for a period of ten years.*

**\$100.00 Re-Installation Fee** (per sign). Fee to replace and renew signs that have been damaged, stolen, or expired. Failure to pay for a replacement sign will cause the sign to be removed. Renewals, if desired at the end of the ten-year period, will be handled like new requests with all applicable rules and fees in effect at that time. *If renewal is not arranged, the sign will be removed.*

**(Fee varies) Wayfinding Sign Fabrication & Installation Fee** (per sign blade). The fee is determined by the size needed for the verbiage/characters proposed. Fee includes the wayfinding sign printing setup costs, wayfinding sign blade fabrication, the cost of installation hardware needed for sign assembly and installation, and the installation of the sign by the City. *Signs will remain installed for a period of ten years.*

## Sign Fabrication Specifications

- Sign blank shall be a 22" circle. Artwork must fit on that circle but need not itself be circular.
- Vertical hole spacing shall be 18".
- Hole size shall be 3/8".
- Sign blank material shall be .063" aluminum.
- Sign faces shall be 100% reflected except for black features.
- These color combinations shall not be used:
  - Red legend on white background
  - White legend on red background
  - Black legend on yellow background
  - Black legend on orange background
- Signs shall be fabricated according to Traffic Operations requirements after the artwork has been approved by the Tulsa Arts Commission.



## Templates

Two templates are available for you to use to create your sign.

- PDF
- Adobe Illustrator

To download a design template for your district or heritage sign, visit [cityoftulsa.org/signprogram](http://cityoftulsa.org/signprogram).

## Steps

1. Read the District & Heritage Sign Program materials including the FAQs and application.
2. Gather any application materials you may need, including estimated total number of signs, sign design, text of the wayfinding sign blades, boundary map, and a brief description of the historic and/or cultural significance of the area in which you are requesting signage.
3. Conduct outreach to any other districts, organizations, or neighborhoods that your proposed sign boundaries overlap.
4. Complete a petition to show that the businesses and residents within your proposed sign boundary are in support of participation in the City of Tulsa District & Heritage Sign Program. By participating in the program, businesses and residents are agreeing to the installation of District & Heritage signs.

A verification statement confirming the signatures on the participation petition are valid and represent at least two-thirds (67%) of businesses and residences adjacent to the signage is required from the applicant.

In addition, eighty percent (80%) of properties within the proposed sign boundary must be accounted for, either by signature and indication of preference (in favor or oppose) or by written statement by the applicant why a specific property was not represented. The applicant will be responsible for soliciting businesses and residents for signatures and submitting the petition along with other required documents as part of this application.

***City of Tulsa Destination Districts and Vibrant Neighborhood Partnership enrollees are exempt from this step in the application as their boundaries are already officially recognized.***

Complete your application online or mail it to:

**City of Tulsa  
Department of City Experience  
attn. Sam Extance  
175 E. 2nd St., Suite 480  
Tulsa, OK 74103**

## Steps

6. Once your application is submitted, you will be contacted by City of Tulsa staff to review your application and guide you through next steps (if additional materials or information are needed).

### **Your application is reviewed by:**

- Public Works Department
- Department of City Experience – Community Development
- Tulsa Arts Commission

### **Once your application is approved, you'll work with Public Works Department to...**

- Pay your sign installation fees.
- Coordinate drop off of your fabricated district & heritage signs.
- Fabricate your wayfinding sign blades (optional).
- Confirm that sign locations are correct once installation is complete.

## Sign Drop Off

Once your signs have been fabricated, you can deliver them from Monday-Friday between the hours of 9 AM – 4 PM to 4015 N. Harvard Ave., Tulsa, OK 74115.

## Questions?

Contact Sam Extance | 918-596-7651  
sjextance@cityoftulsa.org

## Sign Replacements

Traffic Operations will not stock spare signs for replacement. Replacements must be provided by the neighborhood association on a one-for-one basis for specific locations as the need arises.

It is suggested that **at least 15%** more signs be purchased on the initial order in order to avoid costly reruns.