

DISTRICT & HERITAGE SIGN PROGRAM

GUIDELINES

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.

The guidelines for this program are as follows:

1. Signs will be installed only at locations 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.
2. The City of Tulsa authorizes a maximum of one District & Heritage Sign and a maximum of two wayfinding sign blades per street marker pole. District & Heritage Signs (and any wayfinding sign blades) will remain in place for a period of ten years.
3. The applicant's organization must submit the sign design and the wayfinding sign blade text including any diacritical marks, and a signs location map.
4. While not a requirement to participate in the District & Heritage Sign Program, preference will be given to destination districts, Main Streets, and commercial corridors that are registered with the City of Tulsa.
5. Names or text displayed on District & Heritage Sign must be unique, distinctive, and clearly associated to the area that it is intended to represent. Examples are below.
 - Historic Greenwood District
 - Black Wall Street
 - Studio Row
 - Tulsa Global District
 - Kendall Whittier Main Street
6. Names or text displayed on District & Heritage Signs should convey a sense of place and community and should celebrate the distinguishing characteristics, history, or culture of the area.
7. Names or text displayed on District & Heritage Sign cannot be used for purposes of commercial advertising or the promotion of any type of message or the promotion of date specific events.
8. The cost to design and fabricate the 22" sign, to fabricate the wayfinding sign blades, and install these signs will be borne by the applicant. The applicant's organization will be responsible for communicating and coordinating with the Community Development division of the Department of City Experience and Public Works Department throughout the completion of this project.
9. District & Heritage Sign (and wayfinding sign blades) can only be installed by the City of Tulsa.
10. Once installed, signs become the property of the City of Tulsa. The City of Tulsa reserves the right to remove District & Heritage Signs or wayfinding sign blades that are damaged, faded, or otherwise no longer serve their originally intended purpose. The City of Tulsa is not responsible to maintain District & Heritage Signs and is not responsible for their replacement in the event that they are missing, damaged, or destroyed. Applicants can request replacement signs for the City to install in the event that maintenance is necessary and pay a sign replacement fee. The fee to install a replacement sign is the same as the fee to install a new sign.

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District & Heritage Sign Specifications:

- Text on sign must be legible for pedestrians and vehicle traffic.
- Design of the 22" circle district or heritage sign is subject to review to ensure its compliance with MUTCD, Tulsa Arts Commission, and City of Tulsa Zoning regulations.

Wayfinding Sign Blade Specifications:

- Text must be legible for pedestrians and vehicle traffic.
- Text is subject to review to ensure its compliance with MUTCD and City of Tulsa Zoning regulations.

Review & Approval:

Graphics and text on the sign are subject to review and approval by the Public Works Department and Community Development division of the Department of City Experience. Design of the district/heritage sign is subject to review and approval by the Tulsa Arts Commission.



Sample mock-up of Kendall Whittier Main Street district sign and two wayfinding sign blades pointing to Whittier Square and the Oklahoma Walk of Fame within the district.

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DEFINITIONS

Arts Commission of City of Tulsa: The Commission is charged with assisting the City in matters concerning public artwork, giving guidance in purchases and maintenance of existing artwork, providing a source of respected opinions and advice concerning public matters having aesthetic implications, reviewing public signage issues (including neighborhood signs and district and heritage signs), stimulating superior aesthetic quality in all phases of physical development within the community, and assisting in the procurement of additional works of public art.

Commercial Corridor: An area along a major arterial roadway which is predominantly commercial or industrial. A commercial corridor may or may not be officially registered as a district with the City of Tulsa but widely recognized or identified by a name. For example, Brookside.

Department of City Experience: A department of the City of Tulsa that focuses on housing, neighborhood services, destination districts, code enforcement, and animal welfare.

Destination District: A district officially recognized and registered with the City of Tulsa (through the Community Development division of the Department of City Experience). There are currently only four destination districts in Tulsa: Historic Greenwood District, Kendall Whittier Main Street, Route 66 Main Street, and Tulsa Global District.

Destination Districts Program: Department of City Experience's program to stimulate economic development, foster authentic cultural expression, develop civic pride, and deepen the connections to places in order to retain talent, attract new residents, and increase tourism opportunities.

Historic & Cultural Significance: For the purposes of this program, we define historic and cultural significance as aesthetic, historic, scientific, social, or spiritual value for past, present, and future generations of Tulsa that are embodied in the place itself (as well as the place's associations, uses, meanings, and records).

Honorary Street Naming: Honorary Street name signs are signs posted above standard city street name signs which are intended to recognize and honor individuals or groups for a period of time without changing the official name of the street or the official addresses of residences and businesses on the street.

Neighborhood Identity Sign: Neighborhood signs mark the entrances to your neighborhood in a way that celebrates its character and unique identity. These signs often represent historical or significant features of the area.

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Permanent Street Naming: Permanent Street naming (or re-naming) is intended to recognize and honor individuals or groups permanently and changes the official name of the street and the official addresses of residences and businesses on the street.

Public Works Department: A City of Tulsa department responsible for stormwater and land management, street maintenance and right-of-way inspections, traffic control, building operations and maintenance, and more.

District & Heritage Sign: Street Signs identifying a destination district, corridor, or areas of historical and/or cultural significance. District & Heritage Signs are installed above standard city street name signs.

Vibrant Neighborhoods Partnership: The Department of City Experience's community-driven program to holistically improve neighborhood infrastructure and enjoyment through targeted public support and service delivery in collaboration with neighborhood residents.

Wayfinding Sign: Signs identifying nearby attractions, landmarks, and public spaces to help with wayfinding for visitors and residents. Wayfinding sign blades are installed alongside district and/or heritage signs.