

Neighborhood Monument Sign Enhancement Program

A part of the Gateway Signage Program of the Hobby Area Management District

Project

To establish a grant program that pays a portion of costs associated with placement (or replacement) of a neighborhood monument sign located along or within major roadways rights-of-way in the Hobby Area.

Purpose

To incentivize upgrades to neighborhood monument signs to a marketable standard desired by the Hobby Area Management District for the purpose of enhancing the District's image as a desirable place to live.

Funding

- 1:1 matching grant
- maximum of \$20,000 per monument sign
- maximum of \$40,000 per neighborhood
- An alternative grant program is available for those neighborhoods that cannot meet matching grant requirements

Eligible Participants

- HAMD neighborhoods located within the boundaries of the District.
- Signage must be entirely located within the boundaries of the District.

Design Standards

1. All funded signs shall share a common brick, landscaped base designed in the manner, general layout, and materials noted in Exhibit A with an understanding that location constraints may dictate certain aspects of design.
2. HAMD may place the district logo and lettering on the base generally as noted in Exhibit A.
3. Landscaping with appropriate irrigation shall be located within the base and shall follow the general theme provided in Exhibit A in terms of plant materials, unless an alternative is more appropriate. For example, if a major corridor is landscaped in a specific manner, then it may be more appropriate to select materials that complement those used in the corridor in design of the base area surrounding the neighborhood sign.
4. A sign within the right-of-way shall meet requirements established by the government entity that is charged with improvements and management of the specific right-of-way, which most often is the City of Houston, but may also be the Texas Department of Transportation or another entity.
5. Signs shall be comprised of long lasting, durable materials and shall be accompanied by a maintenance plan appropriate to the selected sign materials. No neighborhood monument sign located along a major corridor shall be permitted to fall into disrepair.

Neighborhood Monument Sign Enhancement Program

Process

1. A neighborhood shall apply for consideration by the Environmental, Urban Design and Mobility Committee.
2. To apply a neighborhood must provide plans for the proposed sign with sufficient information to allow the committee to provide a recommendation, including location, design of the base and monument signage, height, materials, layout, irrigation plans, lighting plans (if any), maintenance plans, a timeline for implementation, and breakdown of project cost.
3. The committee shall forward the application to the Board of Directors with a recommendation.
4. The Board of Directors shall have approval authority for the application.
5. Grant funds shall be available following approval by the HAMD Board of Directors as well as all relevant government entities that regulate or otherwise impact signage within or along the specific corridor.
6. Upon completion of the project, the neighborhood shall submit final cost information to the Executive Director of the HAMD along with a letter from the neighborhood association certifying agreement to maintain the monument sign in the manner indicated in the approved maintenance plan.
7. Any approved neighborhood monument sign shall be completed within 12 months of award. Otherwise the application shall be terminated and all granted funds shall be returned to the HAMD.

Alternative Matching Grant Program

The HAMD Board of Directors may choose to pay up to 90 percent of the cost of a neighborhood monument sign under the following circumstances:

- Circumstances (such as neighborhood income levels, blight or disaster conditions) make the neighborhood eligible for an alternative matching grant.
- A neighborhood can show a good faith effort to raise funds to create or reimagine an eligible neighborhood monument sign.
- A neighborhood has the capacity and agrees to maintain the neighborhood monument sign upon installation.
- Total cost of the sign, including design, base, landscaping, lighting and installation does not exceed \$35,000.

*Approved September 8, 2016

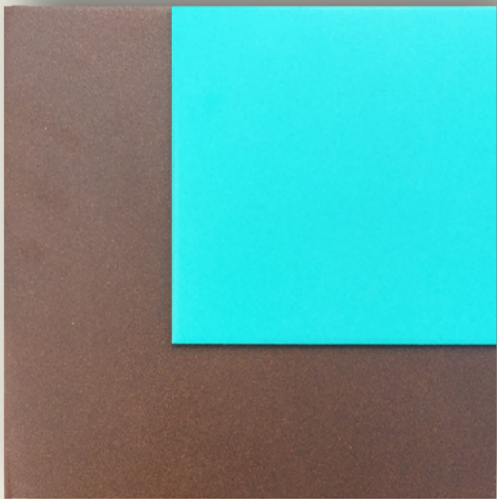
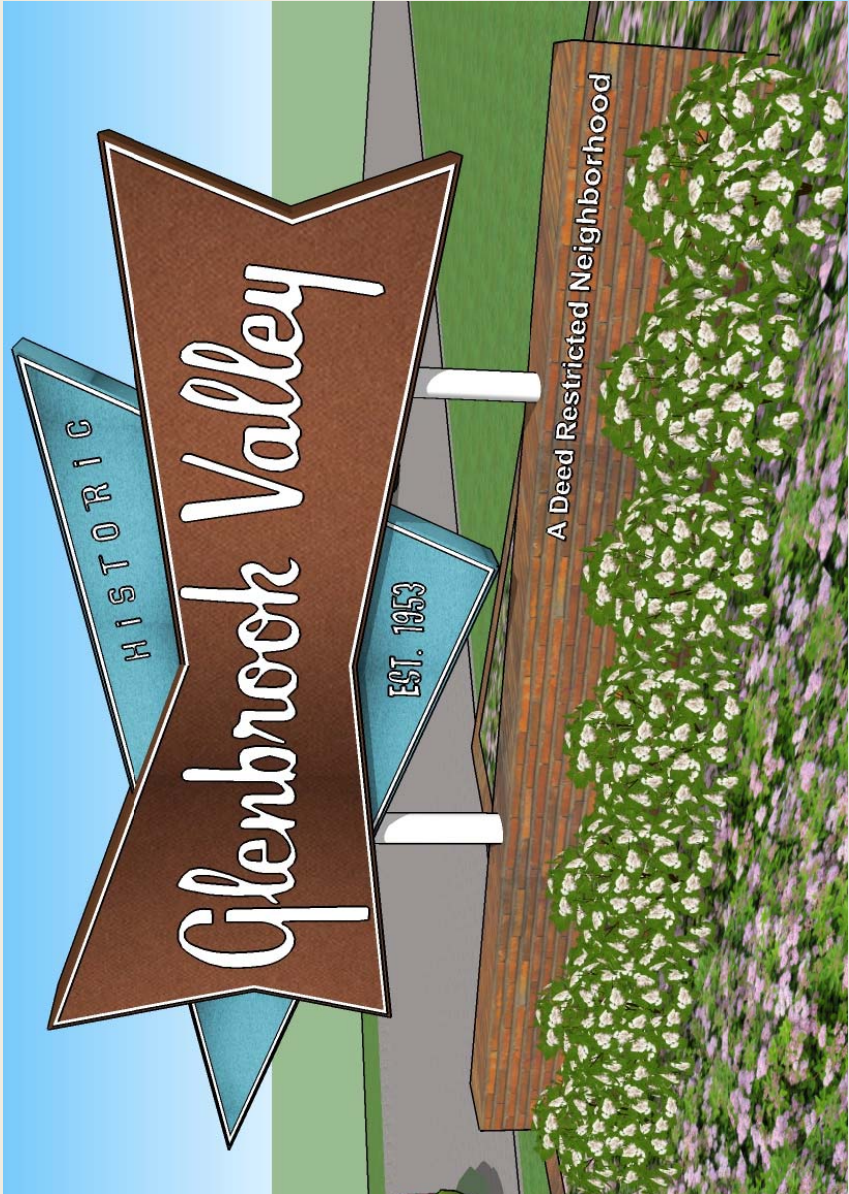
*Committee recommended amendments for approval May 17, 2017

*Approved June 8, 2017



HOBBY AREA DISTRICT

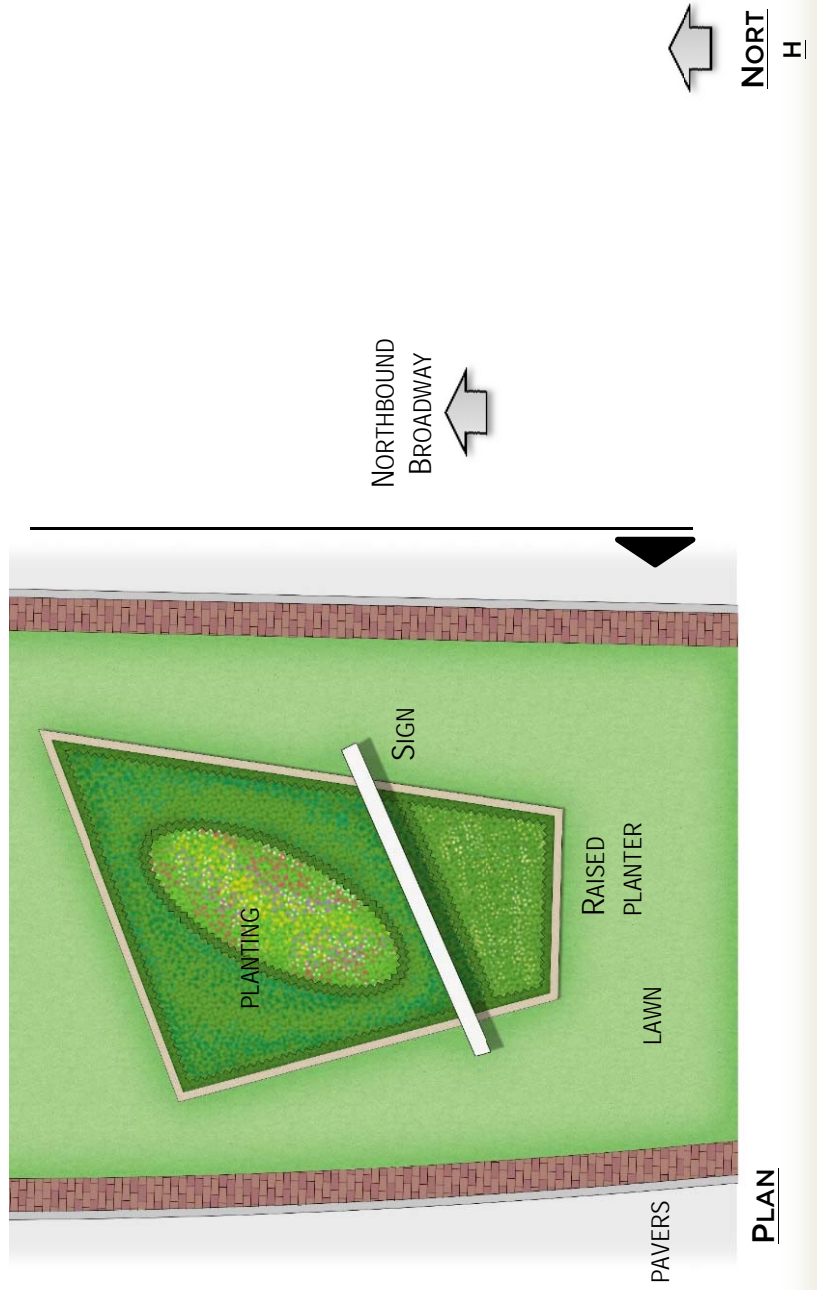
COMMUNITY CONNECTIVITY - APPLICATION



FINISH SAMPLE

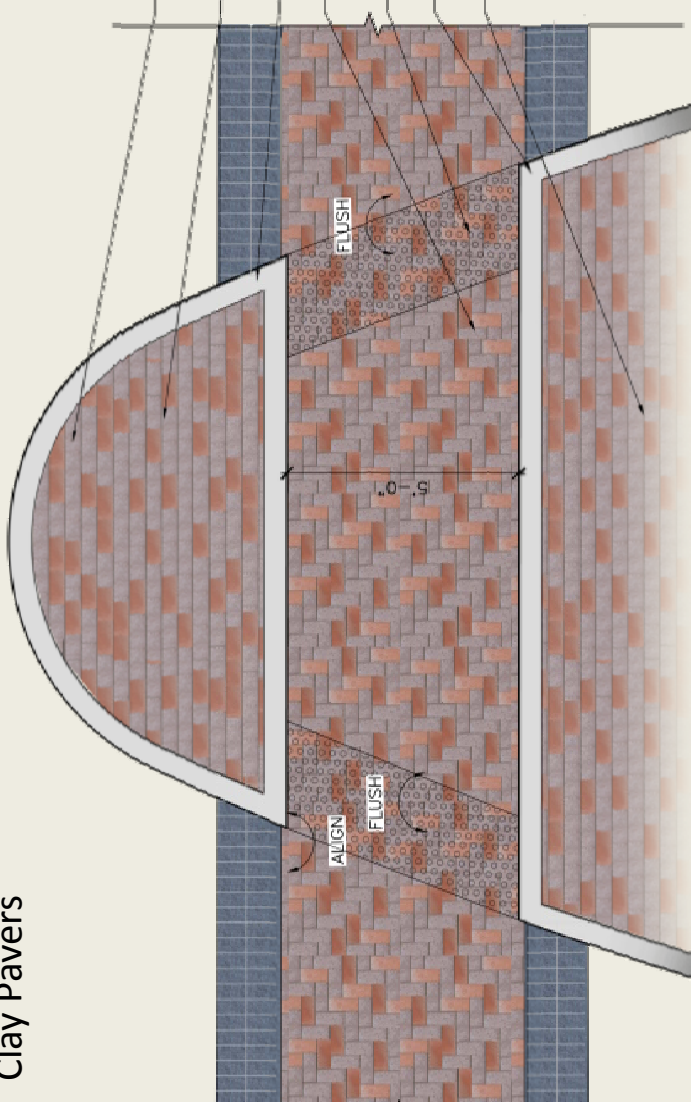


COMMUNITY CONNECTIVITY - APPLICATION

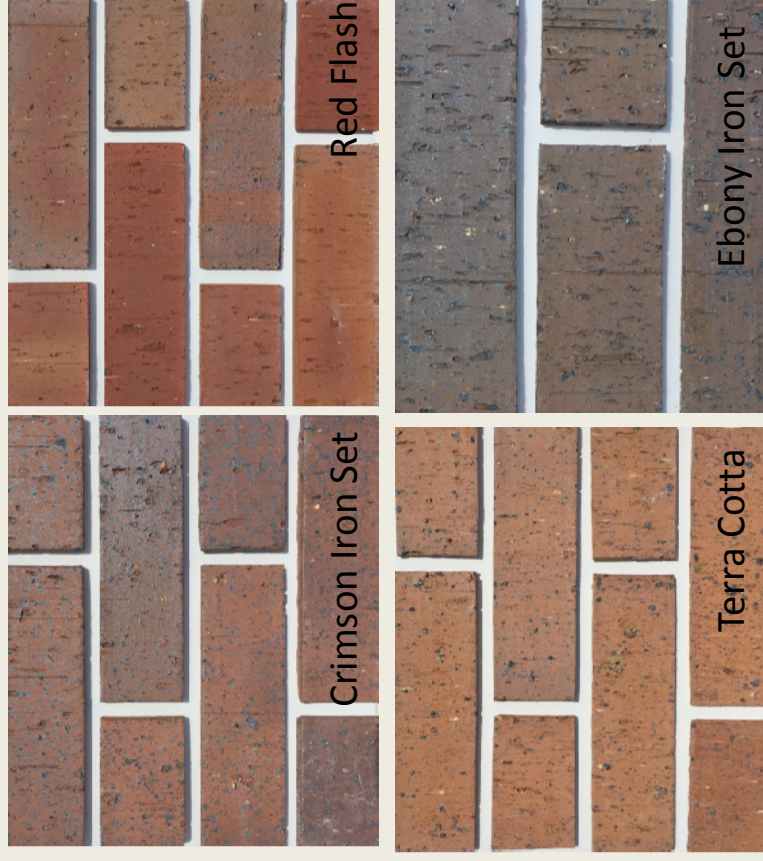


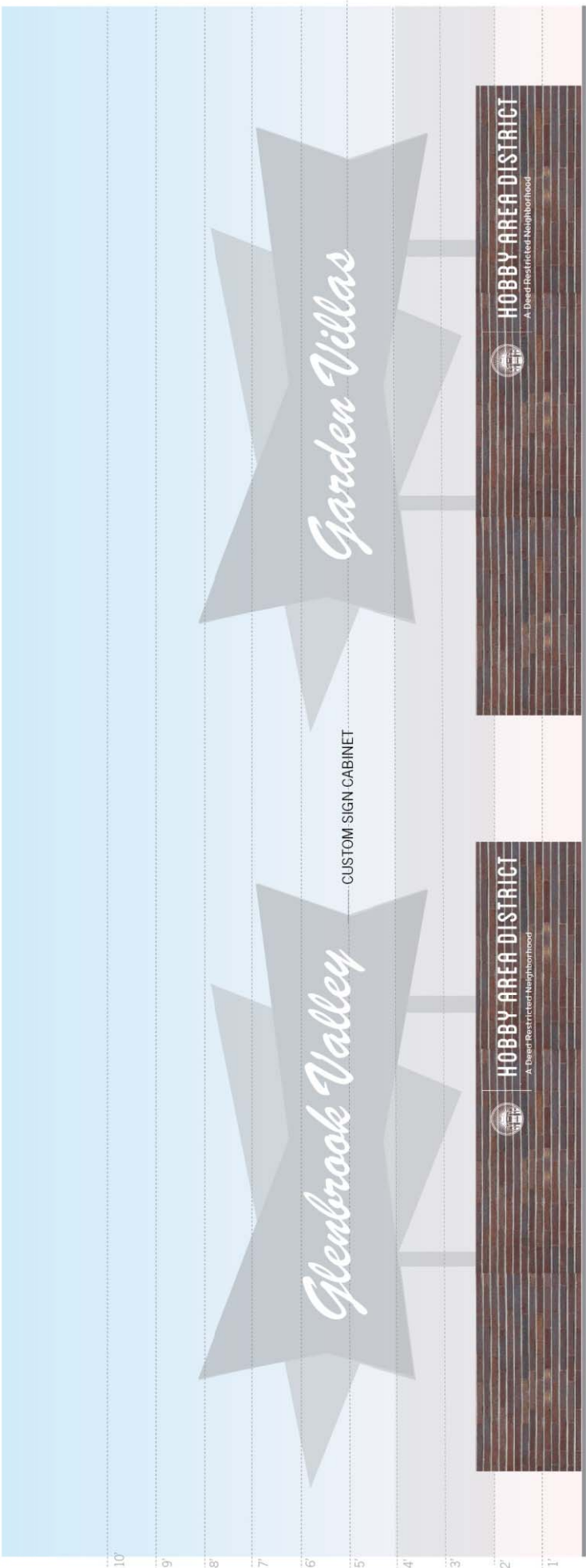
DISTRICT AESTHETIC

Clay Pavers



Brick

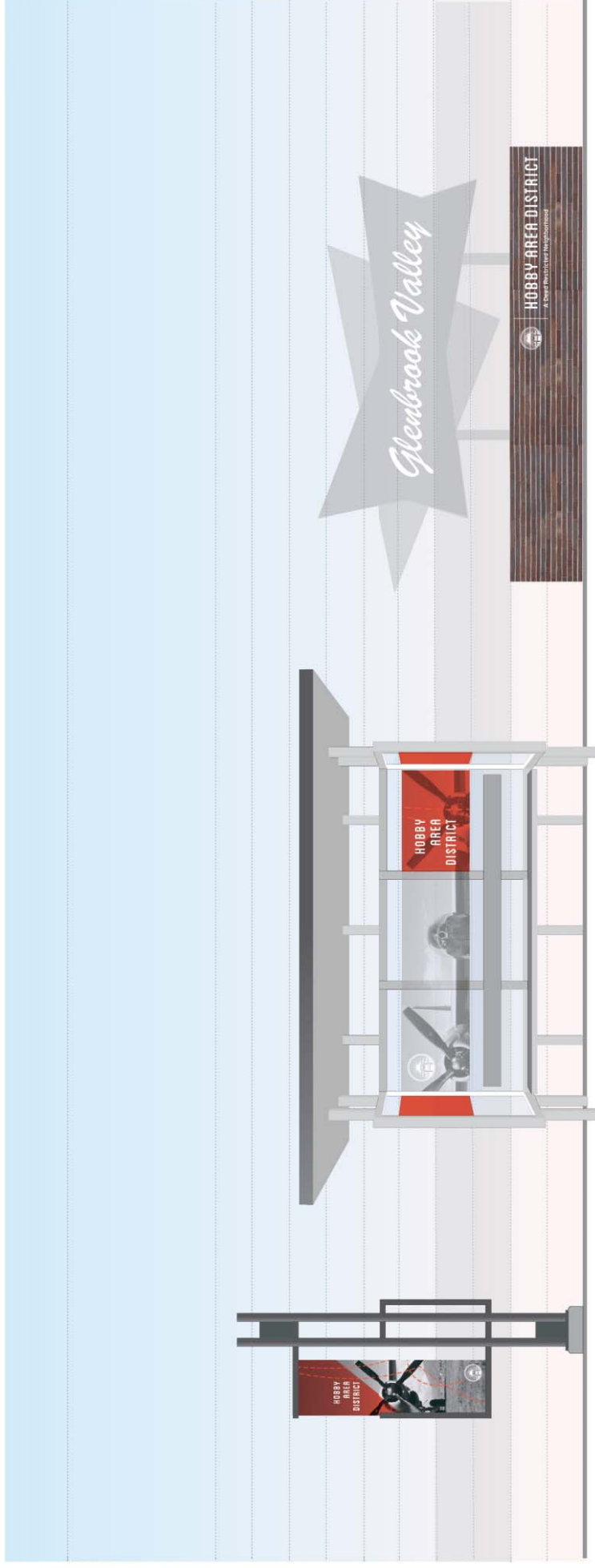




Production Notes

Material - Base: Roman Stone, Deep Red

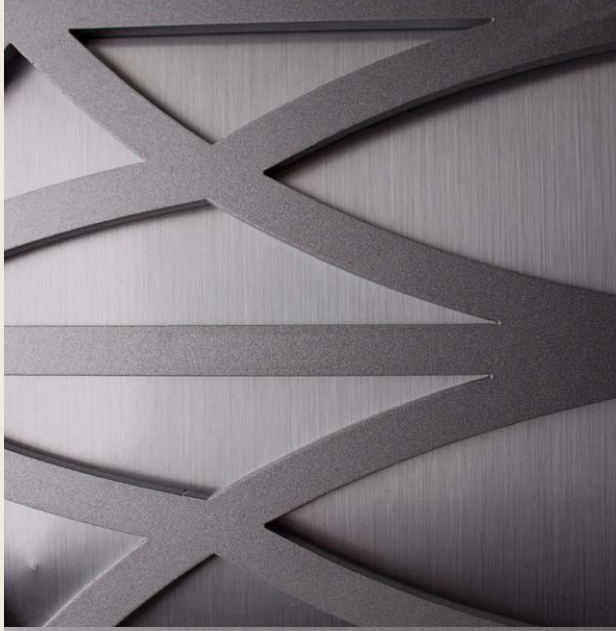
Graphics - Applied painted metal, pin mount



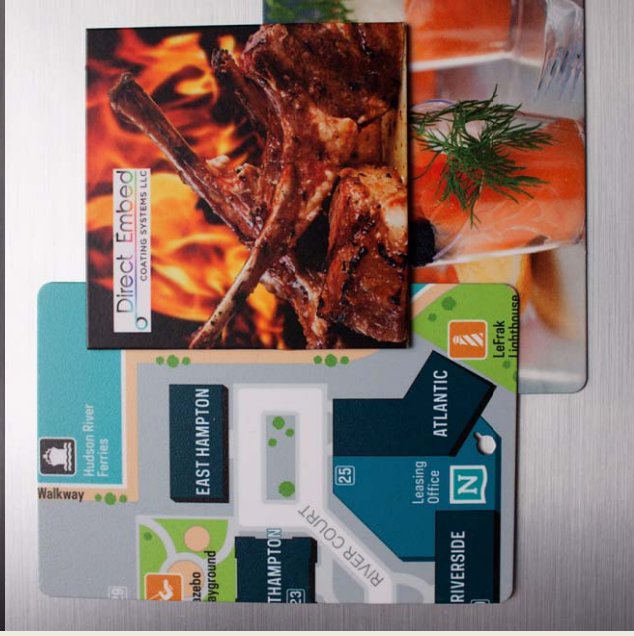
DISTRICT AESTHETIC



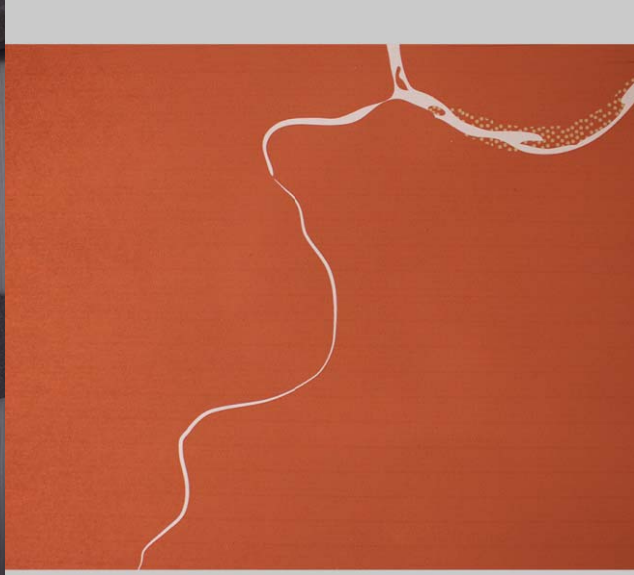
Cut Letter Forms



Galvanized Metal



Direct Print Panel



Glass Application Film



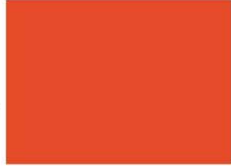
HOBBY AREA DISTRICT

PANTONE PROCESS BLUE



C: 95
M: 34
Y: 0
K: 0

PANTONE 1655 U



C: 0
M: 85
Y: 10
K: 5

PANTONE 2333 U



C: 15
M: 47
Y: 15
K: 12

COLOR GRAY 1 U



C: 13
M: 13
Y: 12
K: 0