



City Council Agenda Item Report

FROM: Jamie Wolters
MEETING DATE: January 26, 2026
SUBJECT: Right of Way Signage – Saugatuck Second Line

DISCUSSION:

The Red Horse Center has applied for a banner to be placed under the Saugatuck palette sign from January 26 through February 18, the banner is allowed for no more than a 14-day period. See attached graphic for banner design.

The City Council may approve a banner as an exception, as listed in section 150.30(H). The conditions for approval of the exception are as follows:

1. The sign does not create a traffic vision obstruction;
2. The sign does not create a pedestrian traffic obstruction;
3. The sign is compatible with the surroundings and is not uniquely out of character for the community;
4. The sign does not create a situation which could be detrimental to health safety, or welfare; and,
5. The banner shall be displayed for no more than three 14-day periods between January 1 and December 31 of any year.

BUDGET ACTION REQUIRED:

N/A

COMMITTEE/COMMISSION REVIEW:

N/A

LEGAL REVIEW:

N/A

SAMPLE MOTION:

Motion to approve the right of way application from The Red Horse Center advertising the Saugatuck Second Line, for the time frame from February 4 - February 18, 2026.



Right of Way Sign Application

APPLICANTS INFORMATION

APPLICATION NUMBER _____ - _____

Name Red Horse Center Address / PO Box 6181 122nd Ave
City Fennville State MI Zip 49408 Phone 616.283.6634
E-Mail fred@redhorse.red
Signature  Date 1/15/26

SIGN DESCRIPTION (ATTACH MORE SHEETS IF NECESSARY)

Type: Number of Yard Signs _____ Number of Banners 1

Dates to be displayed Jan 26 to Feb 18

Further Comments: This sign is promoting the Saugatuck Second Line - Mardi Gras Pub Crawl, a fundraising event by local nonprofit, Red Horse Center for Collaborative Leadership. Participants are invited to celebrate Mardi Gras, stopping at 6 different participating establishments on Fat Tuesday, February 17th.

Artwork is in collaboration with Saugatuck Douglas CVB and follows.

PLEASE INCLUDE THE FOLLOWING INFORMATION

Pursuant to Section 150.30, please attach the following supporting documents when applying for sign approval

Y N NA

- ☒ ☐ ☐ Dimensions and type of each proposed sign
☒ ☐ ☐ Map showing the location of each sign
☒ ☐ ☐ Explanation of how each sign will be attached and secured

4' x 12'

Traditional Palette sign location

DPW coordinated with CVB

Pursuant to Section 150.30(H), please to the following questions:

- ☐ ☒ ☐ Will the signs create a traffic vision obstruction?
☐ ☒ ☐ Will the signs create a pedestrian traffic obstruction?
☒ ☐ ☐ Are the signs compatible with the surroundings and is not uniquely out of character for the community? and
☐ ☒ ☐ Do the signs create a situation which could be detrimental to health, safety, or welfare?

Saugatuck Second Line

Mardi Gras Pub Crawl

Fat Tuesday, Feb 17
3pm-9pm

**From Wally's to
The Southerner**

Proceeds benefit Red Horse Center
More info: redhorse.red/ssl