City Council Agenda Item Report

FROM: Jamie Wolters

MEETING DATE: August 24, 2026

SUBJECT: Right of Way Signage Request

DESCRIPTION:
The Saugatuck Douglas Convention Bureau has requested approval to place signage within the public right-of-way on the Saugatuck Palette sign during the following dates: September 27 - October 11. The Palette Sign property will have the capacity of two banners from September September 27 - October 3; however, space will become available from October 4 - 12.

The Fall Gallery Stroll is not included in the approved signs listed in the updated palette sign policy, the Council is required per policy to deem the sign is:

Reflective of the City's character and values, to have traditional, historic, civic, cultural, or charitable importance to the City and/or its residents, and to otherwise be consistent with the public health, safety, and welfare.

Because the proposed installation would occur within City right-of-way and on City-managed infrastructure, authorization from the City is required prior to placement. Under Section (L) of the Sign Ordinance, right-of-way signage requires a permit issued by the Zoning Administrator, who may approve the request administratively or refer the matter to City Council for final determination.

This request has been referred to City Council for consideration and decision of the right-of-way permit as the approving body for use of City-controlled property.

In evaluating whether to authorize the proposed installation, the following criteria in Section L(5) apply:

a. Risk of harm: The potential for the installation to encroach into vehicular or pedestrian areas, or to break, malfunction, or otherwise create hazards;
b. Compatibility and aesthetics: Whether the installation is compatible with the surrounding area and provides an aesthetic benefit to the community;
c. Removal: The ease and cost of removal of the installation;
d. Size: The proposed dimensions, including height and width;
e. Materials: The materials used in the installation; and
f. Staff review: Review, comments, and recommendations from City staff.

BUDGET ACTION REQUIRED:
N/A

COMMITTEE/COMMISSION REVIEW:
N/A

LEGAL REVIEW:
N/A

SAMPLE MOTION:
Move to approve/deny the right of way sign application from the Saugatuck Douglas Convention Bureau for the dates of October 4 - 12 as the sign is reflective of the City's character and values, to have traditional, historic, civic, cultural, or charitable importance to the City and/or its residents, and to otherwise be consistent with the public health, safety, and welfare.

Right of Way Sign Application

APPLICANTS INFORMATION **APPLICATION NUMBER ____ - _____**

Name Brittany Obetts Address / PO Box P.O Box 28

City Saugatuck State MI Zip 49406 Phone 2698571701

E-Mail brittany@saugatuck.com

Signature _____ Date 8.11.26

SIGN DESCRIPTION (ATTACH MORE SHEETS IF NECESSARY)

Type: Number of Yard Signs _____ Number of Banners _ 1

Dates to be displayed Sept 27-Oct 11

Further Comments:

This is to go on the Pallet Sign promoting the Fall Gallery Stroll which will be Oct 10th and 11th

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

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?