



City Council Agenda Item Report

FROM: Jamie Wolters

MEETING DATE: August 24, 2026

SUBJECT: Right of Way Signage Request

DESCRIPTION:

The Saugatuck Film Festival has requested approval to place signage within the public right-of-way on the Saugatuck Palette sign during the following dates: September 20 - October 3 for a special event being held at the Woman's Club and and The American Legion. The Saugatuck Film Festival is included in the updated palette sign policy. The yard signs are approved administratively by the Zoning Director.

The City may use the Palette Sign to display governmental messages that are consistent with and reflect the City's character and values, as determined by the City Council. In recognition of the value of providing notice to the public of upcoming and ongoing events, the Palette Sign may be used by organizers or sponsors of events to display 14' x 4' banners in connection with special events.

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 banner application from the Saugatuck Film Festival for the dates of September 20 - Oct 3.



Right of Way Sign Application

APPLICANTS INFORMATION

APPLICATION NUMBER _____ - _____

Name Saugatuck Film Festival / Logan White Address / PO Box 112 Locust St.
City Allegan State MI Zip 49010 Phone 616-836-5428
E-Mail logan@saugatuckfilmfestival.org
Signature Logan White Date 8/20/26

SIGN DESCRIPTION (ATTACH MORE SHEETS IF NECESSARY)

Type: Number of Yard Signs 8 Number of Banners 1

Dates to be displayed Sept 20 - Oct 3

Further Comments:

Banner will not be greater than 14' x 4' and yard signs will not be greater than 2' x 2'

1 14x4 banner for pallet sign, prior year example included, 8 yard signs 18x 24, prior year example included



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?