

DOWNTOWN HOLLAND SIGNAGE

The signage approval process:

Downtown Holland's Design Review Board (DRB)

was established, by ordinance, in 1993 by the Downtown Development Authority (DDA) and City Council. The DRB is responsible for approving signage for Downtown, among other design-related responsibilities.

What's the Signage Approval Process?

Pick up an application.

Applications are available at the Downtown Holland office at 150 West 8th Street (inside the Holland Civic Center Place) or online at www.downtownholland.com). DRB meetings are held monthly at the Holland Civic Center Place. Contact the Downtown Holland office for meeting dates and application deadlines. There is a \$25.00 fee per application. Make checks payable to the City of Holland; credit cards or cash are acceptable. (Application fee is waived for non-profit organizations.)

Fill out your application.

The purpose of the application is to provide the information needed to describe your sign completely. Building and sign dimensions are required, as well as scaled drawing including color and material samples. Without this pertinent information applications may be tabled or denied.

If you are not the owner of the property, the property owner must approve your sign and sign off on this application prior to DRB review.

Types of Signs

Wall sign A single-faced sign painted or attached directly to and parallel to the exterior wall of a building. The maximum area may not exceed one (1) square foot of sign area for each one (1) foot of building length of the wall upon which this sign is to be located.

Projecting sign A double-faced sign attached to a building or wall. Projecting signs shall not exceed six (6) square feet in area per sign, shall not project more than thirty-six (36) inches from the face of the building or wall, must maintain a clearance of eight (8) feet from the sidewalk, and shall be located below the window sill of the second floor window. A revocable license may be required.

Awning, canopy, marquee An awning or canopy is a retractable or fixed shelter constructed of materials on a supporting framework that projects from the exterior wall of a building; a marquee is a permanent structure constructed

Be familiar with the review process and attend the meeting. Applications are reviewed based on the "appropriateness and compatibility" of your design, as well as size and placement on your building. DRB members (3 designers, 3 Downtown business and property owners) review applications based on Holland's Downtown Design Guidelines and the Secretary of the Interior's Standards for Rehabilitation. Copies of these documents are available for your review at the Downtown Holland office. **You or your sign representative are required to attend the DRB meeting so that you can answer any questions that may come up in the review process.**

Install your sign.

If a sign application is approved, a Certificate of Appropriateness (COA) is issued to the applicant. Applicants are then required to obtain a sign permit from the Downtown Holland office. Permit fees do apply. The sign permit allows an approved sign to be installed by a licensed sign erector.

Questions? Call the Downtown Holland office at 616-355-1050 or email dda@cityofholland.com.

Downtown Holland Office
City of Holland
150 West 8th Street
Holland, MI 49423

of rigid materials that projects from the exterior wall of a building. Generally these structures shall not project more than four (4) feet beyond the face of the building. A revocable license may be required.

Freestanding sign A permanent sign which is not attached to a building. One (1) freestanding sign is allowed per parcel, and it shall be no greater than thirty-two (32) square feet, no higher than six (6) feet from the grade and comply with setback requirements for the C3 district.

Moveable freestanding (sidewalk) sign Contact the Downtown Holland office for application and requirements.

Open flag No permit required.

DOWNTOWN HOLLAND SIGN PERMIT APPLICATION

Certificate of Appropriateness (COA) Application submitted to the Design Review Board (DRB)

Thank you for taking the time to fill out this application completely and accurately. We need all of the required information and the fee in order to process your application. The Downtown Holland office reviews your proposed signage for compliance with the City of Holland's sign ordinance. The DRB reviews your proposed signage for design appropriateness and compatibility. Thus, information such as sign colors, materials, locations and scaled drawings of how the sign will look on building façades is **VERY IMPORTANT**. Please contact the Downtown Holland office at 616-355-1050 or dda@cityofholland.com if you need assistance in filling out this application.

APPLICANT INFORMATION

Sign applicant _____

Applicant mailing address _____

Address of proposed sign (if different) _____

Applicant email _____

Applicant phone _____

PROPERTY INFORMATION

Property owner _____

Property owner mailing address _____

Owner email _____

Owner phone _____

Tax parcel # _____

Owner signature _____

*By signing this document, the property owner agrees that he/she has reviewed and approved your sign(s) as outlined in this application. **Property owner approval is required before the DRB will review your application.***

Total number of proposed signs _____ Number of replacement signs _____ Number of new signs _____

APPLICATION FEE

There is a \$25.00 fee for processing this application. You may pay by cash, credit card, or check (payable to the City of Holland) at the Downtown Holland office, 150 West 8th Street, Holland, MI 49423. Non-profit organizations do not have to pay the application processing fee.

NEW SIGNS

Quantity	Location	Type (wall, projecting...)	Dimensions

What will the sign be made of? **Materials** _____

What is the sign's color scheme? **Colors** _____

Will the sign be illuminated? Yes__ No__ Internal lighting? Yes__ No__ External lighting? Yes__ No__

Are there other signs that will not be removed? Yes__ No__ If yes, please provide description(s), location(s) and dimension(s): _____

Items to include with application and bring to the DRB meeting

- A scaled, detailed drawing of proposed sign(s) showing the proposed location.
- Samples of color
- Illumination specifications
- A description of the method of mounting the sign
- Photographs of existing sign(s) and building

Signed _____ Date _____

Incomplete applications will not be accepted.