

Hello!

I want to send out a HUGE thank you to every business that sponsored Summerfest, participated in the event, or just came down to enjoy the day! We hit a record-breaking number of visitors and participants which was all made possible by our sponsors and volunteers. We are also excited that starting July 1st we will be accepting applications for the façade and sign grants (attached and on the website). Please make sure they are returned to me by August 1st. This is on a first come first serve basis for the year.

I have included a survey below about Summerfest. This feedback will be use to improve the event for next year.

https://docs.google.com/forms/d/e/1FAIpQLSea6M9dtcgqWHpU9ZikluBZMwpyL053PX2PyWSUccII_y4Qg/viewform?usp=sf_link

- **Upcoming Events** - Here is a list of all the upcoming events:
 - June 23, and 30 – Comedy downtown. This will be located at the Mini-Park. We are not closing the roads for this either.
 - June 21st -Bike Night downtown Wayland. The streets will not be closed but we will have reserved parking for bikes.
 - July 12, 19, and 26 – OpenRoad Brewery, McDuffs, and Hotel are hosting concerts in the streets. We will bring the stage downtown and close the streets for a night of music. Details on road closures will come over once the event is closer.
 - August 1st – International Night Out downtown. We will be closing the main streets and having several events such as a bike parade, filling the school bus, and more! If you would like to do something special for the kids, please let me know.
 - August 10, 17, and 24 – Sidewalk Chalk days. We will close a block downtown and invite the residents to come downtown and draw on the streets. At 8 pm Movies After Dark will be in the park.

- **WERC Committee**
 - Dog Water Bowls – You will be receiving your water bowls this week. If you do not get one or would like one, please let me know.
 - Alley Project – We are going to start the planning for an alley project (behind Wayland Hotel to pine street). We will be painting the floor, adding overhead lights, seating, and colorful landscape pots. Our goal will be to focus on one alley each year. The painting of the alley will happen on **July 19th** and at this time the alley will be closed.
 - Billboard – Late summer you will receive information about our annual billboard campaign. Keep an eye out for this.
 - Workshops
 - Marketing - In mid-August, we will be hosting a FREE marketing event for business owners to learn more about marketing your business and more. You will see more information about the location, date, and time soon.
 - Historic Workshop – If your building is a contributing building to the National Historic District, you will be receiving a letter soon inviting you to join a meeting to learn about Historic Tax Credits and what that means for you.

- **Promotions Committee**
 - Wayland Farmers Market

- Renee Wise is our Farmers Market manager, and she is doing AMAZING! We already have over 28 vendors signed up and activities for each week arranged. If you would like to help (host an event, sponsor, etc,) please let me know!
 - Farmers Market will be featuring items we have never had before! We have a meat vendor, breads, cupcakes, mushrooms, dried fruits, etc. Make sure to stop by Tuesdays and Saturdays at the city park.
 - Our weekend markets are pulling around 100 people a day and Tuesday close to 50 people.
- **Design Committee**
 - Our new landscaping containers are up and thriving! We planted 75% perennial flowers which means we have cut our yearly flower budget by 75%!
 - Light Pole Banners – The new pole banners should be arriving anytime! We are excited to see the new design and colors all over town.
 - On the light without the banners, we will have several different things. During May we will have banners for veterans that families can purchase. June-September they will have hanging flower baskets. After the baskets are taken down, the school will be featuring seniors during each trimester.
 - Historic walking tour – The tour is up and running with (4) buildings. We will be adding another (6) buildings this summer and hoping to host a walking tour once a month. We will also work on redoing the plaque in the Mini-Park and including brochures.
- **Organization Committee**
 - Our team has been busy working on social media and press releases. Please make sure to follow Facebook and Instagram.
 - They are also working on brochures for Wayland to pass out around the West Michigan area and a summer handout with all our events. The hope is to be draw to people from all over to come to visit.
 - We are going to be adding a few new volunteers to this committee. We are looking for someone to help with press releases and our online newsletter.

As always, I am here for anything you need!

Thank you!

CITY OF WAYLAND
DOWNTOWN DEVELOPMENT AUTHORITY
FAÇADE IMPROVEMENT PROGRAM **APPLICATION**

APPLICANT INFORMATION

Date: _____

Name: _____

Property Address: _____

Home Address: _____

Business Phone: _____ Home Phone: _____

Email: _____

PROJECT INFORMATION

Type of Project: Paint Only Rehabilitation

Businesses Located in Building:

Applicant is: Prop y Owner Tena Other

If you are the tenant, when does your lease expire? / /20 _____

Note: *If you are not the property owner, owner must co-sign this application where indicated below and provide a letter of permission (sample attached).*

Include copies of the following information:

- Proof of ownership (deed, land contract, etc.)
- Copy of lease (tenant applicant only)
- Tax I.D. number

Rehabilitation Project: Provide detailed description of the scope of work related to the proposed improvements, including drawings, renderings, and quotes from qualified builder/ contractor/ architect. Please submit a minimum of two quotes. Use additional sheets as necessary.

Total Planned Project Cost \$ _____

Estimated Completion Time _____

Did you receive Design Services through Wayland Main Street? Yes No

Paint Only Project: Provide a drawing, sketch, or photograph indicating the areas of the building to be painted, including trim details, and paint color samples.

APPLICANT SIGNATURE

I understand that my submission of an application does not constitute a guarantee for funding under the Wayland Downtown Façade Improvement Program. I certify that all information is true and accurate to the best of my knowledge and, if approved, work will be completed.

Applicant Signature

Date

Owner Signature (if other than applicant)

Date

Send completed application to:

**Wayland Main Street/DDA, Attn: Director
103 S. Main, Wayland, MI 49348**

OFFICE USE ONLY				
Date received:	/	/		Received by:
Date reviewed by Design Committee:	/	/		
Design was:	Approved	Tabled	Denied	Actions requested:
Date reviewed by DDA Board:	/	/		
Grant was:	Approved	Tabled	Denied	Notes:
Letter of explanation issued:		Yes	No	
Grant amount approved:	\$			
Signature of DDA Chair: X				Date: / /

CITY OF WAYLAND
DOWNTOWN DEVELOPMENT AUTHORITY
FAÇADE IMPROVEMENT PROGRAM **CHECKLIST**

- Applicant Information
- Project Information
- Project Description
 - o Drawings/renderings of proposed work
 - o Bids/quotes from qualified builder/contractor/architect
- Signed Application
- Required Documentation
 - o Proof of ownership
 - o Copy of lease (tenant applicant)
 - o Owner permission to apply (tenant application) – *signature on application & letter of permission is required*
 - o Tax Property Identification Number
 - o Photograph of project property (current)
 - o Proof of property and liability insurance

SAMPLE LETTER OF PERMISSION

(Property owner must sign this letter)

Date:

City of Wayland DDA
103 S. Main St.
Wayland, MI 49348

RE: Façade Improvement Program Application for (Property Address)

ATTN: Holli McPherson, DDA Director

I hereby grant my permission to (Applicant Name) to make an application under the Wayland Façade Improvement Program. I certify that I have received a copy of the application for funding from the applicant and am fully aware of what is being proposed. I also certify that I am the legal owner of record and that I have the authority to grant this permission to (Applicant Name).

Sincerely,

(Signature)

Type Name Here



CITY OF WAYLAND
DOWNTOWN DEVELOPMENT AUTHORITY
FAÇADE IMPROVEMENT PROGRAM
Special Incentive Program – *WHILE FUNDS ARE AVAILABLE*

PURPOSE

It is a fundamental goal of the Wayland City Council and the Wayland Downtown Development Authority (DDA) to promote economic growth and vitality in the downtown. To that end, the Wayland Downtown Façade Improvement Program has been created to encourage business and property owners to improve and maintain building facades as a means to facilitate economic activity and promote a positive image of downtown.

SOURCE OF FUNDING

The program is sponsored by the City of Wayland (hereinafter “City”) and the Downtown Development Authority (hereinafter “DDA”.) The source of funding for the program is tax increment financing revenue made available under Michigan Public Act 197 of 1975 and Ordinance No. 119 as adopted by the Wayland City Council in November, 1988. Annual funding allocations for the program are recommended by the DDA for approval by the City Council. The programs described herein are contingent upon availability of budgeted funds and will be awarded on a first-come, first-served basis.

DESIGN CRITERIA

Façade projects shall reflect architectural renderings presented to and approved by the Wayland Main Street Design Committee. Architectural renderings may be completed by an Architect/Builder/Designer secured by the applicant.

One approach to façade improvement may be considered:

1. Rehabilitation

Based on the City’s commitment to encourage historic preservation as documented in the Wayland Downtown Development Authority’s Development and Tax Increment Financing Plan Update dated February 2014 and approved by City Council April 21, 2014 building rehabilitation is encouraged whenever possible to follow the *Secretary of Interior’s Standards for Rehabilitation* .

The surface cleaning of the structures will be undertaken with the gentlest of means possible. Cleaning methods that damage the historic building materials, particularly sandblasting, shall not be undertaken.

TYPE OF FINANCING AVAILABLE

Financial assistance is available in the form of a reimbursement to the property owner/applicant after work is completed. A single distribution of funds will occur per applicant once work is complete. Two programs are available:

1. **Paint Only.** The property owner or tenant may be reimbursed for the cost of paint and labor on a 50/50 basis up to a maximum reimbursement of \$3,000. Purchase of paint from a business located within the City of Wayland corporate limits qualifies the applicant for an additional 5% participation from the program, whereas the DDA reimburses applicant 55% of costs up to a maximum reimbursement of \$3,150.

2. **Rehabilitation.** Grants of up to \$20,000 per facade are available for eligible activities. Applicants must provide a minimum twenty percent (20%) match of the total project cost. The minimum grant allowable for any project is \$1,000.

ELIGIBLE PROGRAM PROJECTS & REQUIREMENTS

1. A property must be located within the boundaries of the Main Street district as identified by the ***City of Wayland Michigan Main Street Application of 2010***.
2. The building must meet a basic condition test, which indicates that the property appears to be structurally sound, the roof intact and meets the basic public safety and property maintenance codes. Proposed façade improvements must also comply with all applicable building and zoning codes.
3. Only buildings with retail, commercial, or professional uses consistent with Central Business District land uses as defined in the current City Zoning Ordinance are eligible. Buildings with second-story residential units may be considered if the primary use of the building (on the ground floor) is a permitted use for the Central Business District.
4. Only facades fronting public rights-of-way are eligible for assistance. Highly visible rear and side locations may be considered on a case-by-case basis.
5. Building owners or tenants are eligible. If a tenant applies for assistance, they must provide written proof that the building owner has authorized the proposed improvements and evidence of an executed lease for a term equal to the Façade Improvement Agreement.
6. Property tax and City utility payments must be current. The applicant shall not be in any other default to the City nor involved in any other litigation with the DDA or City.
7. Work must be performed by licensed and insured contractors.

ELIGIBLE USES OF PROGRAM FUNDS

Eligible expenses for projects are limited to the following:

- Painting (as “Paint Only” program project or as part of a larger façade project) –Professional façade cleaning
- Masonry repairs and tuckpointing
- Restoration of exterior finishes and materials
- Exterior lighting
- Awnings (awnings and canopies may be used as a design element if those features are compatible with the original building design and complement the building’s architectural features)
- Doors/Entryways
- Second-floor entryways/exits and exterior stairs for residents
- Window repair/replacement
- Storefront rehabilitation
- Carpentry
- Handicap accessibility
- Non-historic façade removal

INELIGIBLE USES OF PROGRAM FUNDS

Program funds cannot be utilized for the following:

- Refinancing existing debt
- Property acquisition

- Interior improvements
- Interior furnishings
- Site plan, building or sign permit fees
- Property appraisal costs, legal fees, or loan origination fees
- Permit and inspection fees
- Roof repairs
- Labor costs paid to the owner/applicant
- Expenses incurred prior to approval of application
- New building construction
- Purchase of personal property (equipment or machinery)
- Mechanical and HVAC systems
- Security Systems
- Payment of taxes, special assessment, or utility bills

- Routine maintenance that is not part of an eligible façade improvement project

It is not the intent or purpose of the program to subsidize routine building maintenance projects. Rather, the purpose of program assistance is to alter and improve the overall appearance of a building's façade and maintain/restore historic characteristics.

PROJECT REVIEW & SELECTION PROCESS

1. Design Committee members and DDA Staff will work closely with property owners and tenants to determine initial eligibility under program guidelines.
2. Once the initial scope of work has been determined, the applicant will present the project to the Design Committee.
3. The Committee will meet as needed to provide input and make suggestions to alter the scope of work.
4. Once project design is approved by the Design Committee a recommendation will be made to the DDA for funding.
5. The DDA will meet and review Design Committee recommendations for final grant approval. At this time the DDA may accept, decline, or table application if more information or amendments are requested.
6. Upon DDA approval an award letter will be issued along with execution of a Wayland Façade Program Grant Agreement.

RIGHTS RESERVED

The DDA and City reserve the right to reject any and all applications. The specific program guidelines detailed herein are subject to revision or amendment by the DDA and/or Design Committee. The DDA and City may discontinue this program at any time, subject to the availability of program funding. The DDA and the City reserve the right to revise or end these programs at any time and in no way guarantee availability of funding for any specific project at any given time.

APPLICATION REQUIREMENTS

Projects that meet the design guidelines and zoning requirements are selected for funding on a first-come, first-served basis. Applications must be complete to be considered for the program, including an accurate sketch or drawing of the proposed improvements, as well as written construction estimates from qualified contractors and vendors. Funds are limited and must be spent within nine (9) months after application approval. Special considerations may be approved by the DDA Board. Once

funds are exhausted, any remaining applications are kept for consideration when more funds become available.

The following information must be submitted by program applicants on forms provided:

1. Description of proposed use of building after completion of the project
2. Project design plans
3. Timeframe for completion of project, not to exceed 6 months, special considerations may be approved
4. Proof of property and liability insurance
5. Written consent for program participation by property owner, if applicant is a tenant
6. Copies of property deed and leases, if applicable
7. Photographs of buildings before initiation of project; original photographs if available
8. Tax Property Identification Number (PIN)
9. Estimated cost of project to include itemized bids from eligible contractors

APPLICATION & REVIEW PROCESS

1. Complete a grant application, along with required supporting documentation.
2. The application will receive a preliminary review by DDA staff for completeness and adherence to the program objectives and requirements. If appropriate, the applicant will be notified that the project has been accepted for consideration.
3. The Design Committee will meet and study the proposal. The applicant may be asked to present the project to the Committee. The applicant may be asked to provide additional or clarifying information. The Committee may send the application back to the applicant with requests for modifications.
4. The Design Committee will make a recommendation to the DDA for its acceptance or rejection of a proposal.
5. The DDA will meet and review Design Committee recommendations for final grant approval. At this time the DDA may accept, decline, or table application if more information or amendments are requested. Upon DDA approval an award letter will be issued along with execution of a Wayland Façade Program Grant Agreement.
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DISBURSEMENT OF GRANT FUNDS

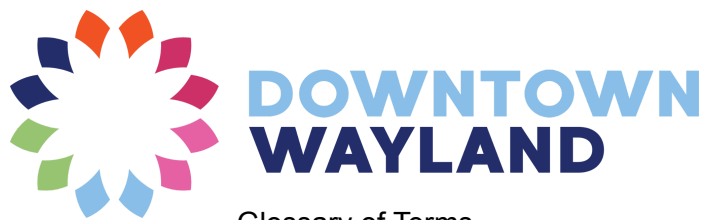
If the grant is awarded, the DDA will **reimburse** applicants for eligible improvements as follows:

- The grant recipient must provide a reimbursement summary page outlining all invoices, expenses, and receipts.
- The grant recipient must submit final invoices from contractors or suppliers marked "Paid in Full" along with copies of the checks made payable to the contractor or supplier.
- The grant recipient must provide copies of Waivers of Lien from all contractors.
- The grant recipient must supply proof that the improvements meet all City of Wayland zoning and code requirements.
- All improvements must be completed within six months of the start of construction or grant approval may be revoked. Special considerations may be approved by the Design Committee.

Any changes in the scope of work must meet administrative approval in advance by DDA staff to be eligible for reimbursement. Staff may require further review by Design Committee based on the extent of changes proposed.

IMPORTANT: *If façade improvements begin prior to Grant funding approval, an applicant will not be eligible for the Grant.* Please note that all grant-funded improvements must be permanent and fixed in type and/or nature. Improvements must meet all City of Wayland code requirements including zoning, building and safety codes.

For further information, please contact Holli McPherson, Main Street and DDA Director, via e-mail at director@downtownwayland.com or by phone at 269.525.2323.



Glossary of Terms

Applicant:	The person, company, organization, building owner, or party that completes application to receive funding.
Façade:	The exterior face of a building visible from a public street or alley.
Gentlest Means:	Rule that applies to removing heavy soil or paint from façade after careful testing. Begins with a low-pressure water wash, supplemented, if necessary, with non-ionic detergents and scrubbing with non-metallic brushes. Last method is to use a chemical cleaning process. Abrasive cleaning methods are damaging and are not suitable cleaning techniques for historic buildings.
New Building Construction:	Activities that would change the "footprint" of an existing facility (e.g., relocation of existing exterior walls, roofs, or floors, attachment of fire escapes) is considered new building construction.
Property:	The building/structure for which the façade program is being utilized.
Public Right-of-Way:	Land covered by a public road, alley, or path.
Rehabilitation:	The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.
Restoration:	The act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project.
Storefront:	The facade of a store; a room or set of rooms facing the street on the ground floor of a commercial building, typically used as a store.
Tuckpointing:	or Repointing, to correct defective mortar joints in masonry. Conditions which may require repointing include: (1) mortar erosion more than 6 mm, (2) crumbling mortar, (3) hairline cracks in the mortar, and (4) cracks between the brick and mortar. To avoid irreparable brick damage, the compressive strength of the repointing mortar should be similar to or weaker than the compressive strength of the original mortar.

Please contact grant administrator for further clarification and/or to locate appropriate methods and resources for rehabilitating your historic building.

CITY OF WAYLAND, MICHIGAN
ORDINANCE NO. 230

**AN ORDINANCE TO AMEND VARIOUS SECTIONS OF CHAPTER
20 OF THE WAYLAND CITY CODE, BEING THE ZONING
ORDINANCE, REGARDING THE REGULATION OF SIGNS.**

Whereas, the Planning Commission has reviewed the zoning ordinance in regards to the regulation of signs, and

Whereas, the Planning Commission has recommended to the City Council that the zoning ordinance be amended regarding electronic display signs generally and more specifically signs in the CBD Zoned district to improve and promote the appearance of the City and to promote and advance the public health, safety, and welfare, and

Whereas, the Planning Commission has held a public hearing on the proposed amendments to the zoning ordinance, and

Whereas, the City Council, upon the recommendation of the Planning Commission, determines it to be in the best interest of the City to amend the zoning ordinance in regards to the regulation of signs.

Section 1. Sec. 20-5 of Article I General shall be amended by addition of the following definition:

Digital/Electronic Sign. Any *signs* that use changing lights or other electronic media to form a *sign* message wherein the sequence of messages and the rate of change is electronically programmed and can be modified by an electronic process. Video display *signs* shall be considered synonymous with *digital/electronic signs*.

Section 2. Sec. 20-656 of Article XIX Signs shall be amended to read in its entirety as follows:

Sec. 20-656. Purpose.

The purpose of this article is to regulate the location, size, construction, design and architectural compatibility with the surrounding areas and manner of display of signs and outdoor advertising in order to minimize their harmful effects on the public health, safety and welfare. While this article recognizes that signs and outdoor advertising are necessary to promote commerce and public information, failure to regulate them may lead to poor identification of individual businesses, deterioration and blight of business and residential areas of the City, conflicts between different types of land use, and reduction in traffic safety to pedestrians and motorists. To achieve its intended purpose, this article has the following objectives:

- (1) To keep signs and sign messages from exceeding the level reasonably necessary to identify a business and its products;

- (2) To keep signs within a reasonable scale with respect to the buildings they identify and are located upon or near;
- (3) To reduce visual distraction and obstructions to motorists traveling along, entering or leaving streets;
- (4) To promote a quality manner of display which enhances the character of the City;
- (5) To prevent the proliferation of temporary signs which might promote visual blight; and
- (6) To insure that the design, construction material and architecture of signs is harmonious with the buildings and structures in the immediate area in order to avoid visual blight.

Section 3. Sec. 20-671 of Article XIX Signs shall be amended to read in its entirety as follows:

Sec. 20-671 Required; Criteria.

- (a) All signs erected, altered or constructed in the city shall conform to the provisions of this article and as applicable, the provisions of Chapter 16 Article VI, Street Banners, Sandwich Boards, Structural Encroachments and Portable Signs within the Public Right of Way. All signs shall require a sign permit from the building inspector.
- (b) All signs pertaining to any new development or development expansion required to undergo site plan approval by the Planning Commission, shall be reviewed and preliminarily approved as part of the site plan review process (ref. Sec. 20-116--20-129). All new signs whether for existing or new structures and uses are subject to review and approval of the Zoning Administrator prior to the issuance of a sign permit by the building inspector.
- (c) Before issuing a sign permit, the building inspector shall in consultation with the Zoning administrator determine that:
 - (1) The construction, support and location of the signs will in no way constitute a hazard to the safety of the public or to adjacent properties, the provisions of this article notwithstanding.
 - (2) Street signs conform to all the provisions of this article and if on a state highway, to any additional regulations which may be set forth by the state highway department.
 - (3) Projecting signs meet all the requirements of this article.
 - (4) Illuminated signs conform in all respects to the electrical codes of the city and the state and to the regulations pertaining to sign illumination and electronic signs as contained in this Code (ref. Sec. 20-680, 20-689 and to the sign regulations pertaining to each zoning district).
 - (5) Sign illumination shall not be intermittent or flashing.
 - (6) The illumination of building signs, merchandise or products displayed will in no way be confused with standard traffic safety devices.

- (7) The sign or signs will not by design or arrangement simulate or imitate the size, color, lettering or design of any official traffic sign or any word, phrase or symbol used as a traffic safety control in such a manner as to confuse traffic.
- (8) The light sources will be shielded from the direct view of vehicular traffic or adjacent property. The effect of illuminated signs on neighboring residential uses shall be minimized.
- (9) Signs using glass shall be adequately constructed and located so as to produce no safety hazard should breakage occur.
- (10) The sign or signs will not be erected in a manner or location which will obstruct passage from windows or doorways.
- (11) The sign supports and construction can withstand a horizontal force of forty (40) pounds per square foot applied to the sign display area.

Section 4. Sec. 20-672 of Article XIX Signs shall be amended to read in its entirety as follows:

Sec. 20-672 Exceptions.

The following signs will not require a permit and their area will not be included in the calculation when determining allowable sign area. The signs are otherwise subject to the standards contained herein this ordinance:

- (1) Small “temporary” and “incidental” signs as defined in Sec. 20-5, as follows:
 - (a) Non-illuminated incidental and temporary signs of five (5) square feet or less in size for all permitted residential uses in all residential zoning districts. These signs are permitted on any building wall, in window areas or may be free standing. If free standing they shall not exceed a height of forty two (42) inches above ground level.
 - (b) Non-illuminated temporary signs of sixteen (16) square feet or less in size in all Business and Industrial Districts and for all permitted non-residential uses in residential zoning districts. These signs are permitted on any building wall (excluding window and door areas) or may be free standing. If free standing they shall not exceed a height of sixty (60) inches above ground level. .,
 - (c) Non-illuminated identifying and other incidental signs of a permanent nature not exceeding five (5) square feet in area in all Business and Industrial Districts. These signs are permitted on any building wall (excluding window and door areas) or may be free standing. If free standing they shall not exceed a height of forty two (42) inches above ground level.
- (2) Street Signs which are erected by the City or State or Federal government for street direction or traffic control and equivalent street signs in association with private streets.
- (3) One construction sign displaying the name of the architect or contractor on a specific construction project provided the total area of such signs shall not exceed

twenty-four (24) square feet. Such signs shall be removed within seven (7) days of the completion of the project.

- (4) Flags of any Country, State, Municipality, Educational Institution, Non-Profit Organization or business entity when attached to a structure or flag pole. A flag pole may not exceed 30 feet above ground level.
- (5) Warning signs. Signs devoted exclusively to warning the public of dangerous conditions and unusual hazards such as steep slopes, high voltage, fire danger, explosives, no trespassing, no dumping, no parking, etc. Warning signs shall not exceed three (3) square feet in area.
- (6) Banners, pennants, string lights, ribbons, balloon signs, inflatable signs and figures and portable signs generally associated with special or seasonal events in association with any uses located in the R-A, R-1, R-2, R-3, R-4, RM AND RMH Districts only. The provisions of Sec. 20-701 shall apply to all such displays located in a B-1, B-2, B-3, RO, CBD, I-1 and I-2 District.

Section 5. Sec. 20-674 of Article XIX Signs shall be amended to read in its entirety as follows:

Sec. 20-674 Signs Prohibited in all Districts. The following signs are expressly prohibited in all Districts.

- (1) Roof signs, as defined herein.
- (2) Any sign which, by reason of its size, location, content, coloring or manner of illumination constitutes a traffic hazard or a detriment to traffic safety, by obstructing the vision of drivers, or by obstructing or detracting from the visibility of any traffic control device on public streets and roads.
- (3) Signs which include display of such words as “Stop,” “Look,” “Danger” or any other words, phrases, symbols or characters, in such a manner as to interfere with, mislead or confuse traffic.
- (4) Signs and sign structures that are no longer in use as originally intended or have been abandoned, or that are structurally unsafe, constitute a hazard to safety and health, or that are not kept in good repair.
- (5) Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exit way.
- (6) Any sign or other advertising structure containing any obscene or illegal matter.
- (7) Any sign unlawfully installed, erected or maintained.
- (8) Signs having flashing or blinking lights or running type lights that create the effect of blinking or flashing. Electronic Message Display Signs including electronic time and temperature signs and school signs must meet the requirements of Sec. 20-688.
- (9) Display or parking of a motor vehicle or trailer upon a lot or premises in a location visible from a public right-of-way, for the primary purpose of displaying a sign attached to, painted on or placed on the vehicle or trailer. Exceptions include

vehicles used regularly in the course of conducting the principal use located on the premises and commercial vehicles parked overnight at the residence of a business owner or employee of a business or institution.

- (10) Signs having any visible portion either in motion or having the appearance of being in motion, whether on a continuous basis or at intervals, and regardless of whether the motion or appearance of motion is caused by natural or artificial sources, with the exception of electronic message display signs meeting the requirements of Sec. 20-20-688.
- (11) Billboard signs except as permitted in the B-2, B-3, I-1 and I-2 Districts.

Section 6. Sec. 20-688 of Article XIX Signs shall be added in its entirety as follows:

Sec. 20-688 Window Signs permitted in B-1, B-2, B-3, RO, CBD, I-1 and I-2 Districts.

Unless as otherwise stated in this Article within the sign provisions that are applicable to each of the individual zoned districts, window signs are permitted on each front or side of a business that faces the street, subject to the following restrictions:

- (1) All window signs must be painted or applied directly as a film on the exterior or interior window surface or hung inside of the windows and doors of the business.
- (2) Except as provided below, window sign area shall not exceed twenty-five (25) percent of the glassed window and door area on the ground floor of each side of the building. The permitted window sign area for each side of the building containing ground floor windows is calculated independently and shall not be included in the calculation of permitted "wall sign" area.
- (3) In addition to the window signs and sign area permitted in paragraph (2) above, one electronic window sign is permitted for each windowed storefront that the business has facing a street or alley. The sign may be positioned within any window located on the ground floor of building. Electronic window signs may not exceed 2.5 square feet in area. Neon lights and light emitting diodes (LED) are permitted.

If an electronic message display sign is utilized, the display may include static displays, messages that appear or disappear from the display through dissolve, fade, travel or scroll modes, or similar transitions and frame effects that have text, animated graphics or images that are revealed or changed rather than all at once. Each message on the sign must be displayed for a minimum of five (5) seconds.

- (4) Window signs having flashing or strobe-type lighting or any other flashing or strobe-type lights within a building or structure which are visible from the exterior of the building or structure are prohibited.

Section 7. Sec. 20-689 of Article XIX Signs shall be added in its entirety as follows:

Sec. 20-689 Electronic Message Displays (EMD).

Unless otherwise regulated or restricted by the provisions of the sign requirements applicable to a specific zoning district, Electronic Message Displays (EMDs) may be permitted subject to the following requirements:

- (1) Operational Limitations.
 - a. All Sites and uses of EMDs within 150 feet of and facing or visible to a residential use or Residential District. Such displays including time and temperature displays and school signs shall contain static messages only, and shall not have movement, or the appearance or optical illusion of movement, of any part of the sign structure, design, or pictorial segment of the sign, including the movement or appearance of movement of any illumination or the flashing, scintillating or varying of light intensity. Each message on the sign must be displayed for a minimum of five (5) seconds.
 - b. All other sites and Use of EMDs. The displays shall be limited to static displays messages that appear or disappear from the display through dissolve, fade, travel or scroll modes, or similar transitions and frame effects that have text, graphics or images that are revealed or appear-sequentially rather than all at once. Unless further restricted under sign the provisions applicable to a specific zoning district, each message on the sign must be displayed for a minimum of five (5) seconds.

Section 8. Sec. 20-761 of Article XIX Signs shall be amended to read in its entirety as follows:

Sec. 20-761 Permitted signs.

Preservation and enhancement of downtown CBD landscape. Through the application of this section, it is the intent of the City to protect the public welfare and to enhance the appearance and economic value of the CBD landscape by providing that signs comply with the following:

- (a) That signs do not interfere with scenic views;
- (b) That signs do not create a nuisance to persons using the public right-of-way;
- (c) That signs do not constitute a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height or movement;
- (d) That signs are not detrimental to surrounding property values;
- (e) That signs contribute to the special character and historical significance of the Central Business District; and
- (f) That signs are compatible in design, architecture, construction material and manner of lighting with the buildings in the area.

Section 9. Sec. 20-762 of Article XIX Signs shall be amended to read in its entirety as follows:

Sec. 20-762 Permitted Signs

- (1) Freestanding Signs.

(a) General Requirements.

1. Only one (1) freestanding sign may be located on any premises; except, a second sign which is not to exceed seventy-five (75) percent of the first sign area is permitted when the use has building frontage on two (2) public rights-of-way.
2. A freestanding sign shall be located no closer than ten (10) feet from the public right-of-way.
3. Maximum height: 12 feet.
4. Sign area: 32 sq. ft. per side, not to exceed a total of 64.

(2) Wall Signs and Signs attached to the Building.

(a) Wall Signs.

1. No wall sign shall be erected to extend above the window sill of the second story window on a multi-story building or above the top of the parapet wall or the roof line of a single story building. No wall sign shall be extend beyond the ends of the wall to which it is attached. Signs shall not be erected on any part of a mansard roof as this area is considered to be above the roof line.
2. All wall signs shall be safely and securely attached to the building by means of metal anchors, bolts or expansion screws. In no case shall any wall sign be secured with wire, straps of wood or nails.
3. The vertical dimension of a wall sign shall not be in excess of six (6) feet.
4. On each wall of the building that faces a public street, one wall sign is permitted for each use or tenant within the building.
5. On each wall of building that faces directly on an alley or parking lot a maximum of one wall sign is permitted. The sign may identify more than one tenant.
6. For purposes of this article, canopies or awnings incorporating signage are classified as wall signs and shall be regulated as such.
 - i. Awnings, canopies or marquees may have no part of the structure other than supports nearer the ground surface than 8 feet;
 - ii. The architectural style of the awning, canopy or marquee shall be consistent and harmonious with the buildings and structures in the immediate area.
 - ii. An awning, canopy or marquee may not project into the public right-of-way unless ~~it has been issued an encroachment permit from the City Council under the provisions of Chapter 16, Article VI~~ **the property owner agrees to release the City from all liability.** The awning,

canopy or marquee may not project into the public right-of-way nearer than 30 inches to the street curb or curb line. On corner lots this distance shall be at least 72 inches. No awning or marquee shall be allowed to interfere with street signs, plantings, light fixtures or other decorative street fixtures installed by the City.

(b) Projecting and Hanging Signs.

1. In addition to a wall sign, one projecting or hanging sign is permitted for each entrance of a business or separate commercial establishment within a building that faces a public street. Projecting or hanging signs on walls facing an alley or parking lot are not permitted.
2. All projecting and hanging signs shall be safely and securely attached to the building by means of metal anchors, bolts or expansion screws. In no case shall any wall sign be secured with wire, straps of wood or nails.
3. The bottom of the projecting or hanging sign shall be a minimum of eight (8) feet above the surface of the sidewalk or ground area, or otherwise be located so as not to interfere with pedestrian traffic.
4. Each sign shall not be higher than ~~the window sill of the second story window~~ **the height of the face of the building.**
5. ~~The sign shall project not more than forty eight (48) inches from the building~~
6. The sign must be placed on the same vertical plane as the building entrance and the sign must project from the wall at an angle of 90 degrees.
7. The sign shall be at least five feet from an adjoining building and ten feet from another projecting sign.
8. Signs shall not be internally lighted. External lighting of signs is permitted but the source of illumination shall not cause glare.
9. ~~Projecting and Hanging signs may not project into the public right-of-way unless the sign has been issued an encroachment permit from the City Council under the provisions of Chapter 16, Article VI.~~ The sign may not project into the public right-of-way nearer than thirty (30) inches to the street curb or curb line. On corner lots this distance shall be at least seventy two (72) inches. No sign shall be allowed to interfere with street signs, plantings, light fixtures or other decorative street fixtures installed by the City.

(c) Allowable Sign area.

1. Signs facing the street: For each wall facing a public street, two (2) square feet of sign area in the form of wall signs or other

forms of signs that are affixed to the wall of the building is permitted for each one (1) lineal foot of building frontage along a public street, up to a maximum total of seventy six (76) square feet. The sign area may be configured as one sign or as multiple signs affixed to the building. The sign area of all such signs, including parallel wall signs and all canopy, awning, projecting or suspended signs located on the premises shall be included in the total. Window signs are excluded.

- a. Wall signs: The maximum size of any wall sign shall be 60 square feet. The total of all tenant wall signs shall not exceed the total wall sign area permitted for the building.
- b. Projecting or hanging signs: The surface area of a projecting or suspended sign shall not exceed eight (8) square feet on each side or a total of sixteen (16) square feet. Furthermore, the total square feet of projecting and suspended signage (both sides) when added to the total square footage of a wall sign shall not exceed 100 square feet.

2. Signs facing an alley or parking lot: A maximum of one wall sign is permitted on a wall facing an alley or parking lot. The total sign area shall be limited to 16 square feet.

(3) Window Signs.

- (a) General Requirements: Window signs are permitted on each front or side of a business that faces a street (public or private) alley or parking lot, subject to the following restrictions:

1. All window signs must be painted or applied directly as a film on the exterior or interior window surface or hung inside of the windows be inside of the windows and doors of the business.
2. Except as provided below, window sign area shall not exceed twenty-five (25) percent of the external glassed window and door area located on the ground floor of each side of the building. The permitted sign area in or applied to the widows on each side of the building is calculated independently and shall not be included in the calculation of permitted "wall sign" area.
3. In addition to the window signs and sign area permitted in paragraph 2. above, one electronic window sign is permitted for each windowed storefront that the business has facing a street, alley or parking lot. The sign may be positioned within any window located on the ground floor of building. Electronic window signs may not exceed 2.5 square feet in area. Neon lights and light emitting diodes (LED) are permitted.

If an electronic message display sign is utilized, the display may include static displays, messages that appear or disappear from the display through dissolve, fade, travel or scroll modes, or similar transitions and frame effects that have text, graphics or images that are revealed or appear sequentially rather than all at once. Each message on the sign must be displayed for a minimum of five (5) seconds.

4. Window signs having flashing or strobe-type lighting or any other flashing or strobe-type lights within a building or structure which are visible from the exterior of the building or structure are prohibited.

(4) Sandwich board/A-frame signs.

(a) General Requirements:

1. Sandwich board/A-frame signs may be permitted in the CBD district when issued a permit under the provisions of Chapter 16, Article VI. Such permits may allow for the placement of a stationary sandwich board/A-frame sign on the public sidewalk when in compliance with the following standards and the other requirements imposed by the City Council under the provisions of Chapter 16, Article VI:

- (a) Maximum height: Four feet.
- (b) Maximum area: Eight square feet for each side.
- (c) Location: The sign shall be stationary and may not be positioned closer than one foot from face of curb. A minimum sidewalk width of four feet shall remain free from obstruction.
- (d) Maximum number: One sandwich board/A-frame sign may be permitted for each storefront facing the street, regardless of number of tenant spaces within each building.
- (e) Duration: Temporary, during business hours. The sign must be removed at the end of each business day.
- (f) Flashing lights, reflectors, balloons, streamers or other items attached to the sign or sign structure are prohibited.

(5) Gasoline service stations, used car lots and garages.

- (a) Gasoline service stations, used car lots and garages may, in addition to the foregoing signs, display the following signs which are deemed customary and necessary to their respective businesses:

1. One (1) freestanding or pylon sign provided that each sign shall not exceed fifty-four (54) square feet in area on a side, shall not extend beyond the property line and shall not be less than ten (10) or more than thirty (30) feet above the ground.

2. One (1) temporary sign located inside the property line provided that the sign does not exceed eight (8) square feet in area.
3. Incidental signs or lettering on the face of the building over individual entrance doors or bays provided that there shall be not more than one (1) such sign over each entrance or bay.

Section 10. Sec. 20-763 of Article XIX Signs shall be added in its entirety as follows:

Sec. 20-763 Signs and sign structures requiring Special Use Permits.

- (1) The Planning Commission and City Council may consider and approve the following signs and sign structures as special land uses under the provisions of Sec. 20-127 and Sec. 20-128.
 - (a) Freestanding Signs that are greater than the maximum height and area requirements or less than the minimum setback requirements.
 - (b) Wall Signs that are greater in number or that are greater than the maximum height and area requirements.
 - (c) Projecting or Hanging Signs that are greater than the maximum area requirements and more than one (1) projecting sign per premises.
 - (d) Canopies, marquees and fixed awnings: Canopies, marquees and fixed awnings with signs integrated or attached thereto, having greater than the maximum height or sign area permitted by right.
- (2) In review of a sign or structure that may be permitted as a special land use under this section, the Planning Commission and City Council shall consider the following factors and insure compliance with the following standards:
 - (a) The size, shape and topography of the property;
 - (b) The relationship of the sign or sign structure to neighboring properties and signs; and
 - (c) The relationship to and visibility from the public street where the property is located; and
 - (d) The general special use standards set forth in Section 20-128.

Sec. 20-764 General Administrative Sign Review Standards.

The Planning Commission and as applicable, the City Council, depending upon the review authority set forth in the above sections 20-761 and 20-763 shall review the sign plan for conformity with the objectives and standards of this article, specifically Sections 20-761, 20-762 and 20-763, and the following:

- (1) Prevention of the placement of signs in a manner that will conceal or obscure signs or adjacent businesses;
- (2) Keeping the number of signs and sign messages from exceeding the level reasonably necessary to identify a business and its products;

- (3) Keeping signs within a reasonable scale with respect to the buildings they identify and are located upon or near;
- (4) Reduction of visual distraction and obstructions to motorists traveling along, entering or leaving streets;
- (5) Promotion of a quality manner of display which enhances the character of the City; and
- (6) Insuring that the design, construction material, architecture and method of lighting of signs are harmonious with the buildings and structures in the immediate area in order to avoid visual blight.



Wayland Main Street/DDA Sign Grant Program

The Wayland Main Street/Downtown Development Authority (DDA) developed a Sign Grant Program to improve the quality and appearance of signs throughout the DDA district and to promote the use of the Sign Design Guidelines for downtown.

Objectives:

The Sign Grant Program is intended to provide a financial grant to encourage businesses to design and install high-quality, creative, and interesting signs rather than standard and/or lower quality signs. The overall goal is to increase the aesthetic qualities, interest and overall beauty of the downtown business district.

This is a discretionary grant designed to enhance sign character and appeal that is symbolic and unique to the business. A grant of up to 50% of the total cost of an approved sign is eligible per applicant. The typical maximum grant amount is \$1,250 per applicant.

Eligibility:

Any business located within the City of Wayland's DDA district may apply for a grant. A past grantee will be ineligible to receive grant money for an additional or replacement sign on the same side of the building previously approved for three years following the date of last approval. This restriction does not apply to any signs on additional building walls where a sign grant was not approved.

Businesses operating the in the DDA District as of July 1st, 2023 are eligible for the full grant. New businesses that open operations after July 1st, 2023 will be eligible for a maximum grant of no greater than \$750. New businesses that begin operations after July 1, 2023 will be eligible for the entire grant of up to \$1,250 once they have operated in the district for two or more years.

Sign grants are awarded at the discretion of the Design Committee and approved by the DDA Board of Directors. In order to receive a sign grant, the applicant must submit a professional sign design/proposal that meets the Wayland Main Street/DDA Sign Design Guidelines, the City's Sign Ordinance and the program objectives. The Design Committee and the City's Planning/Zoning official will review all signs that are seeking a grant.

Any property that has a non-conforming sign must bring that sign into conformance with the current sign ordinance before a sign grant application will be considered, unless the application is for a sign which will replace the non-conforming sign.

The Sign Grant Process:

1. The following documents are available for review and can be picked up from Wayland City Hall:
 - a. Sign Grant Application
 - b. City of Wayland Sign Ordinance
 - c. City of Wayland Sign Permit Application
 - d. Wayland Main Street/DDA Sign Design Guidelines
 - e. Treasury Information Request
 - f. Pending Litigation Affidavit

2. Applicants should submit the following completed documents to the City Clerk at Wayland City Hall (103 S. Main Street):
 - a. Sign Grant Application
 - b. City of Wayland Sign Permit Application
 - c. Treasury Information Request
 - d. Litigation Affidavit

3. The Design Committee will review the sign application and proposed design. Applications will be reviewed on the appropriateness and compatibility of the sign design to the Sign Design Guidelines, size, color, placement on the building/site, relationship to adjacent properties and program objectives as noted above.

4. If the sign design is deemed inappropriate or incompatible with the Sign Design Guidelines, program objectives, or City of Wayland Sign Ordinance, the Design Committee may provide a letter to the applicant suggesting changes to the design. If the applicant submits a new sign design based upon the Design Committee recommendations, the application may be reviewed a second time.

5. The Design Committee will recommend that the DDA approve applications that it deems most compatible with the Sign Design Guidelines and objectives of this program.

6. The approved applicant(s) must obtain a Sign Permit from the City of Wayland before sign installation. Permit fees are not eligible for reimbursement. Any deviations from an approved application must be approved by the Design Committee and the DDA Board prior to the purchase or installation of the sign. Installed signs that do not conform to the approved application may not be eligible for the sign grant reimbursement.

7. An approved applicant must submit a copy of their paid invoice from their sign company indicating the total cost of the sign before a grant payment may be issued.

Sign Grant Program Requirements:

1. Applicants leasing their space must provide a letter granting permission from the building owner to apply for the grant. The letter must indicate an awareness of the rules and requirements of the program.
2. Applicants receiving the grant must have a sign design that conforms with the DDA/ Main Street's Sign Design Guidelines. A high value will be placed on creative signs, particularly three dimensional, symbolic, projecting signs.
3. Sign grants will not be given to internally (backlit) lit panel signs or standard corporate franchise signs.
4. The Design Committee may deny a sign grant to any applicant that does not make recommended changes to their sign design after a first review. Every effort will be made to work with applicants so that a grant can be approved.
5. Non-conforming signs will be considered for a sign grant, provided that the applicant agrees to bring the sign into compliance with the City's Sign Ordinance.
6. The Design Committee will examine the total cost of any proposed sign to ensure that the sign grant is being used appropriately.
7. The sign must be completed and installed within 90 calendar days of receiving written approval of the grant award.
8. Under this Sign Grant Program, only signs that are to be made and installed by a licensed sign company are eligible. The company must be licensed.
9. Priority will be given to applicants who have not previously received a sign grant.
10. Applicants are only considered on a first-come, first-served basis.
11. A sign grant proposal should include a detailed written description explaining how the sign will be attached to the building. Particular attention should be paid to limit damage to any historic features of the building.
12. Applicants must have all property (real and personal) taxes and utilities obligations to the City be paid in full to date. The applicant must submit the attached Wayland Treasury Information Request Form stating that the applicant is not delinquent on any debts owed to the City of Wayland.
13. There must not be any pending litigation against the City by the applicant.
14. All grant checks will be written to and mailed to the applicant. Proof that the sign company has been paid in full by the applicant must be submitted to the City

Manager's office at Wayland City Hall. This proof shall consist of a final invoice marked "Paid in Full" and a copy of the check made payable to the sign company.

See Wayland Main Street/DDA Sign Design Guidelines for further requirements

Wayland Treasury Information Request

Business Owner/Corporate President/Company Director/Etc.

Name: _____

Home Address: _____

City: _____ State: _ Zip: _____

Since _____ Daytime Phone #: _____ Date
of Birth: _____

Business Data

Corporate Name: _____

Doing Business As: _____

Address: _____

Business Phone #: _____

Federal Employer Identification #: _____

Contact person other than owner: _____

Do you, or any of these businesses, owe the City money for any reason?

Yes No

If yes, for what reason? _____

Applicant (Print)

City Treasurer (Print)
City of Wayland
103 S. Main St.
Wayland, MI 49348

Signature

Signature

Date

Date

**AFFIDAVIT FOR
City of Wayland
SIGN GRANT PROGRAM**

We the undersigned hereby state there is no pending litigation against the City of Wayland by the applicant, the applicant's company or any other instance in which the undersigned are directly involved.

Applicant (Print)

City Manager (Print)
City of Wayland
103 S. Main St.
Wayland, MI 49348

Signature

Signature

Date

Date

(Property owner must sign this letter)

Date:

City of Wayland DDA

103 S. Main St

Wayland, MI 49348

RE: Application for Sign Grant Program

ATTN: Julia Turnbull, Main Street/DDA Executive Director

I hereby grant my permission to (Applicant Name) to make application under the Wayland Sign Grant Program. I certify that I have received a copy of the application for funding from the applicant and am fully aware of what is being proposed. I also certify that I am the legal owner of record and that I have the authority to grant this permission to (Applicant Name).

Sincerely,

**City of Wayland DDA
Sign Grant Program Application**

Name

Street City State Zip

Phone Fax E-mail

I am the: Building owner Tenant/Business owner

Sign Company Information

Name

Street City State Zip

Sign Costs

Cost of Sign \$ _____ Awning \$ _____

Materials \$ _____ Window Sign \$ _____

Design \$ _____ Lighting \$ _____

Installation \$ _____ Total Cost \$ _____

Enclosure Check List

- Sign Grant Program Application (including Treasury Request & Affidavit)
- Sign Permit Application from the City of Wayland
- Written permission from building owner (if applicant is a tenant)
- Sign design drawn to scale including dimensions and colors
- Color photograph of building or facade sketch showing size and location of sign

Date Application Received: _____	Date Applicant Reviewed by DDA: _____
Grant was: <input type="checkbox"/> Approved <input type="checkbox"/> Tabled <input type="checkbox"/> Denied	
Letter of explanation issued: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Grant amount approved: \$ _____	
Signature of DDA Chair: _____	
Name of DDA Chair: _____	Date: _____