

**CITY OF NORTHVILLE
CITY ENTRANCE SIGN USE
POLICY AND PROGRAM
(Welcome to Northville Signs)**

I. CITY ENTRANCE SIGN USE POLICY/PROGRAM PURPOSE

- A. To assist in the promotion of a City-wide event reflecting general community interest.
- B. To welcome residents and visitors to the community and provide information on upcoming events of general community interest.
- C. To create an effective administrative process and criteria to manage a high quality City Entrance Sign Use Program, which shall be used by sponsoring organizations wishing to promote events in the Northville community.

II. DEFINITIONS

- A. **Sponsoring Organization.**
Groups with a non-profit status or groups promoting an activity or event reflecting general community interest.
- B. **City Manager.**
Chief administrative officer of the City that is responsible for the management of the City Entrance Sign Use Program. The City Manager may designate a staff member to administer the program.
- C. **City Entrance Sign.**
The “Welcome to Northville” signs located at:
 - Randolph and Eight Mile Road
 - Novi and Eight Mile Road
 - South Main Street (front use only)
 - Center Street and Hines/Seven Mile Road
- D. **City Entrance Sign Use Program.**
A comprehensive policy to establish and maintain the ongoing use of the City Entrance Signs by various sponsoring organizations in order to promote events in the Northville community.

III. CITY ENTRANCE SIGN USE POLICY/PROGRAM

- A. **Eligibility.**
Potential City Entrance Sign Use participants should represent or promote local non-profit, cultural, secular, or civic events or other activities of general interest or benefit to the Northville community. Sign use is not intended for advertising, promoting, or expanding on-going, existing, or established programs or groups.

Other than the Chamber of Commerce, Northville Central Business Association (NCBA), or Northville Handcrafters sponsored events, City Entrance Signs shall not be used for commercial advertising, nor to advertise or promote political candidates, political parties, or political issues.

B. Sign Specifications.

The sign(s) posted by the sponsoring organization shall conform to the specifications described in Attachment A of this policy. Each sponsoring organization is responsible for the costs to professionally design its respective sign(s).

C. Sign Information Content and Design.

All signs should be professionally designed to represent the subject/purpose of the community event to be promoted. The design of signs used in the City Entrance Sign Use program shall be developed by each individual sponsoring organization under the guidelines set forth in this policy. The City Manager or designee shall be authorized to approve or reject proposed sign designs.

D. Application and Application Information.

Sign use requests shall be submitted to the City Clerk in writing and must include the following information:

- Name of event to be promoted
- Name of sponsoring organization
- Contact person information, including include complete address and day time telephone number
- Date(s) of event
- Time period requested for City Entrance Sign use. This period may not be longer than two weeks.
- Sketch or representation of proposed sign design

All requests for use of the City Entrance Signs must be submitted annually. The City Manager or designee shall create an annual City Entrance Sign Use calendar. Priority use shall be given to City, Chamber of Commerce, and NCBA sponsored events.

Sign use requests for the upcoming calendar year may not be submitted prior to October 1st.

Upon approval of the initial City Entrance Sign Use calendar, additional requests for City Entrance Sign use throughout the remainder of the current calendar year shall be submitted to the City Clerk at least two (2) weeks prior to the proposed sign use time period.

E. Reservations, Approvals and Appeals.

The City shall also honor traditional events which are held annually by reserving the City Entrance Signs for the following community events. The sponsoring organization is still required to submit a formal request annually.

- Flower Days (May)
- Art in the Sun (June)
- Independence Day Parade (July)
- Victorian Festival (September)
- Holiday Lighted Parade (November)
- Christmas Walk (November/December)

The front and back of the City Entrance Signs have the ability to display the sponsoring organization's event sign. Whenever possible, sign use requests will be assigned to the front of the City Entrance Signs. Sponsoring organizations may only request and use one side of the City Entrance Sign assigned to promote their event.

The time period for City Entrance Sign use shall not be longer than two weeks. Other than City, Chamber of Commerce, and NCBA sponsored events, a sponsoring

organization shall not use the City Entrance signs to promote their event(s) more than three times in the calendar year.

The City Manager or designee shall have the right to adjust sign use requests dates in an attempt to honor all requests, including limiting the number of signs that may be used by sponsoring organizations requesting sign use during the same time period.

The City Manager shall approve all sign use requests consistent with this policy. Approved use for the current year does not guarantee a reservation or approval for subsequent years. Appeals may be made to the City Council.

F. Sign Placement and Storage.

The sponsoring organization shall be responsible for the placement, retrieval and storage of its sign(s). The sponsoring organization is required to remove its sign(s) on the last day of the approved time period to allow use of the City Entrance Signs for the next approved sponsoring organization/event. The City retains the right to remove and dispose of signs not removed by the sponsoring organization on its last approved date.

In the event that the City places, retrieves, or stores signs, the City reserves the right to charge for these services at a fee established by resolution of the City Council. The City shall not be responsible for lost or damaged signs.

Signs shall only be attached to the City Entrance Sign as shown on the specification detail sheet at Attachment A. Signs shall not be bolted, screwed, nailed, or attached in any other manner, other than the manner outlined in this policy. Signs that are placed or displayed on the ground shall be removed and disposed.

G. Sponsoring Organization Sign Condition.

The City Manager has the authority to refuse the placement, or request the removal of signs that are faded, discolored, warped, chipped, cracked, scratched, broken, damaged, or do not meet the sign size and material specifications stated in this policy.

H. City Entrance Sign Condition.

If damages occur as a result of the misuse of the City Entrance Signs by a sponsoring organization, the sponsoring organization will be held responsible for reimbursement of subsequent repairs to the City Entrance Signs.

Should the City Entrance Signs show signs of deterioration or abuse resulting from use through this program, the City Manager may recommend to the City Council that the sign use program be discontinued at any time, without advance notice. Pending a recommendation from the City Manager, the City Council may terminate this program at its discretion.

I. Effective Date.

This policy shall become effective on January 1, 2004.

I certify that the foregoing policy was adopted by resolution of the City Council at their regular meeting of November 3, 2003, held at the City of Northville Council Chambers, 215 W. Main Street, Northville, Michigan, 48167.

Dianne Massa, City Clerk

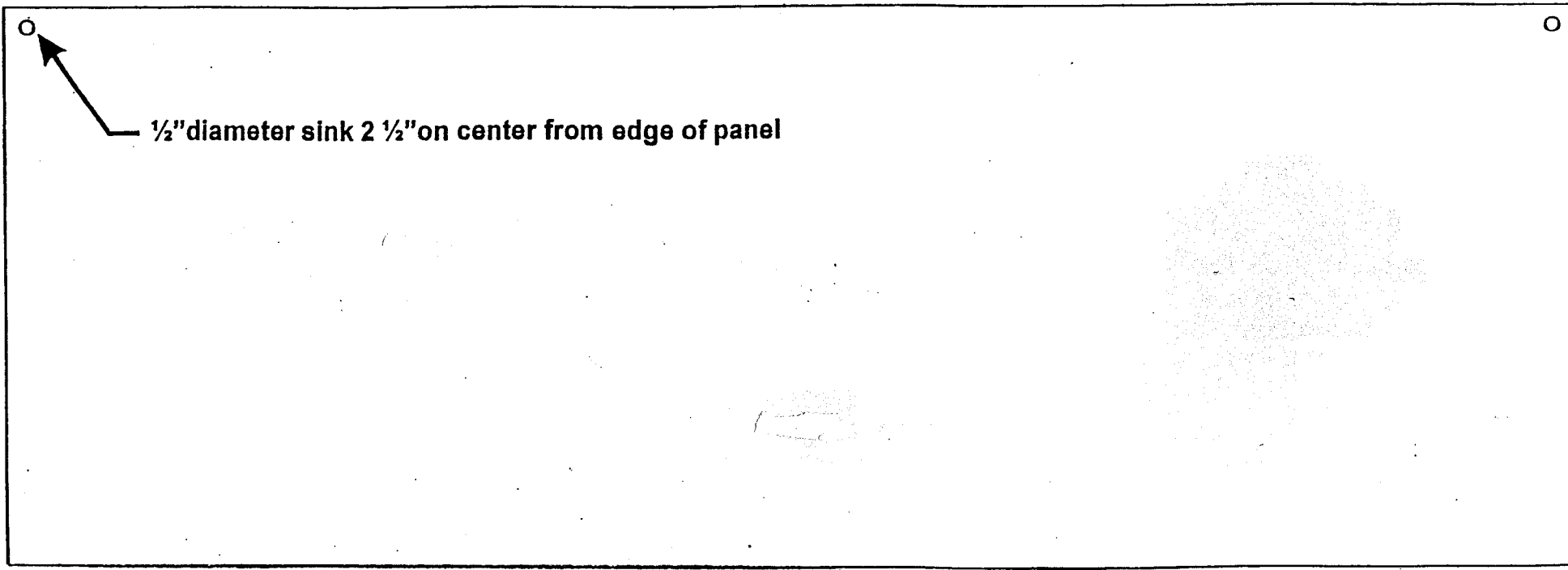
Track Detail

Build Notes:

- * Overall size of Panel - 24"x 87"
- * Suggested Materials - up to 10 mil thick Coroplast
 - up to 1/2" M.D.O. Signboard
 - up to 10 mil thick Sintra
- * Panel must have 1/2" diameter on center from inside of edge to receive 1/2" diameter threaded rods existing on sign face. (See drawing for details.)

Install Notes:

- * Existing sign will have 1/2" diameter threaded rod in which panel will have to be placed and secured with 1/2" diameter wing nut. (Note: Wing nut may not be available at existing sign.)





HISTORIC NORTHVILLE

Established XXXX

**U Channel Tracks to accomodate
materials suggested in Track Detail**