


# CITY COMMISSION POLICY

<b>GRAND RAPIDS</b>  <b>MICHIGAN</b>	<b>NUMBER:</b> 900-12	<b>HISTORY</b> <b>FILE #</b> <b>DATE</b>
	<b>DATE:</b> February 5, 1985	
	<b>FILE NUMBER:</b> 44672	
	<b>DEPARTMENT:</b> PLANNING	

**SUBJECT:**      **PLACEMENT OF BUSINESS DISTRICT IDENTIFICATION SIGNS AND DIRECTORIES IN NEIGHBORHOOD BUSINESS AREAS**

**PURPOSE:**      To establish a basic policy framework for the installation, ownership, maintenance, and operations of business district identification signs and business directories under the Neighborhood Business Improvement Program (NBIP), or other City programs for improvement of neighborhood business areas.

**POLICY:**

The following is the policy of the City Commission with respect to business district identification signs and directories under the NBIP:

1.      General

There is hereby established a policy regarding the placement of business district identification signs and directories in business areas receiving public improvement funding under the Neighborhood Business Improvement Program or other neighborhood business improvement programs. The objectives of the policy are:

- (a)      designate the signs described herein as official City signs, as described in Section 5.24 of the City Code;
- (b)      define the number, size, and design of signs that may be publicly funded in each business area;
- (c)      define ownership;

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- (d) define responsibility for preparing bid documents, installation, insurance coverage, maintenance, energy costs, and removal of signs described under this policy.

## 2. Definition of the four (4) sign types covered under this policy

### Type A - District Identification Signs

A sign that identifies the name of the business area where it is located. The sign is usually located at the core of the business area. It is of standardized size and design and may be illuminated.

### Type B - District Entry Signs

Non-illuminated signs, on City Sign Shop aluminum stock, that name the business area and are usually located at the entrance(s) to the business area.

### Type C - Business Association Signs

Signs, naming the business area, which are placed either at the entrance to the business area, or at other prominent locations. These signs may vary in size and design.

### Type D - Business Directory

A sign, placed near the core of the business area, that identifies the businesses in the business area and is designed for pedestrian viewing.

## 3. Location and Size Requirements

### Type A - District Identification Signs

- (a) minimum of 10' above grade
- (b) may be illuminated
- (c) may be double-faced
- (d) sign face size - either 8' x 8' or 5½' x 5½'
- (e) typical construction - sign cabinet of extruded aluminum and sign face of embossed Lexan
- (f) location
  - 1) not located in the normal street R.O.W.
  - 2) any 8' x 8' sign shall be located in the core of the business area

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## Type B - District Entry Signs

- (a) minimum of 7' above grade
- (b) non-illuminated
- (c) may be double-faced
- (d) sign face area shall be no larger than 5 square feet per side
- (e) materials shall be City Sign Shop standard stock
- (f) located in the public R.O.W. between the sidewalk and street curb

## Type C - Business Association Signs

- (a) minimum of 7' above grade for signs 5 sq. ft. or less in size, and 10' above grade for all others
- (b) may be illuminated
- (c) may be double-faced
- (d) may vary in size and design but the sign face area shall be no larger than 16.5 square feet per side (NOTE: If the desired sign size is larger than 16.5 square feet, the sign becomes a Type A sign.)
- (e) place adjacent to the public R.O.W. Typical location will be behind the sidewalk on private property

## Type D - Business Directory

- (a) the bottom of the sign is at or near existing grade
- (b) may be illuminated
- (c) may be double-faced
- (d) no larger than 6' wide and 5' high
- (e) may or may not be located in public R.O.W.

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## 4. Public Funding Limitations

Public funding may be used to fund a maximum of 5 signs in any business area. However, the City Commission may approve more signs where there are more than four (4) major entry points into a business area. In addition, the following limitations shall apply:

- (a) one Type A sign, located at the core of the business area, may be illuminated. Where it is not appropriate to locate a Type A sign in the core, the City Commission may approve two (2) 5½' x 5½' illuminated signs.
- (b) one Type D sign may be illuminated.

## 5. Installation

All publicly funded signs will be installed by the City or by City contract. The City will prepare plans, specifications, and bid documents.

## 6. Ownership and Maintenance

### Type A - District Identification Signs

- (a) ownership - the City shall own all Type A signs
- (b) maintenance is the responsibility of the City subject to the following provision: when the sign is illuminated, the business association will sign a three-year renewable lease agreement with the City for the maintenance of the sign, based on the actual maintenance costs. The business association will have a 30 day cancellation clause in the agreement, whereby the business association can cancel its lease agreement with the City. The City has the right to remove the sign when its maintenance is no longer paid for by the business association.

### Type B - District Entry Signs

The City will own and maintain all Type B signs. If a Type B sign is damaged beyond repair and the business association wishes to replace the sign, the City will install a new sign and the business association will incur all costs.

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## Type C - Business Association Signs

Once installed, all Type C signs will be owned and maintained by the business association. The business association will be responsible for all maintenance and replacement costs.

## Type D - Business Directory

Once installed, Type D signs will be owned and maintained by the business association. The business association will be responsible for keeping the directory current. If the sign is internally illuminated, the business association is responsible for all energy costs.

## 7. Insurance

### Type A and B

The City will carry insurance for all Type A and B signs under its broad coverage policy.

### Type C and D

The business association will carry insurance coverage for all Type C and D signs and will be responsible for paying for all insurance costs, including liability; the City shall be held harmless. If a sign projects into the public right-of-way or is located in the public R.O.W., the business association must meet all City requirements for encroachments.

## 8. Energy Costs

Type A - The City will pay for all energy costs.

Type C and D - The business association will pay all energy costs.