

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, OCTOBER 25, 2023 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

AGENDA

For remote viewing option, please consider joining online or by phone.

Join online by visiting: <https://us02web.zoom.us/j/88217786483>

Join by phone by dialing: +1 (312) 626-6799 | **Then enter "Meeting ID":** 882 1778 6483

1. CALL TO ORDER

2. ROLL CALL/QUORUM

3. APPROVAL OF AGENDA

A. Approval of Agenda - Changes/Additions/Deletions - October 25, 2023

Motion to approve: October 25, 2023 Agenda. – roll call vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions - September 27, 2023

Motion to approve: September 27, 2023 Minutes. – roll call vote

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES)

7. PUBLIC COMMUNICATION - WRITTEN

8. UNFINISHED BUSINESS

A. Gateway Signage Update/Next Steps - Discussion Item

- B. Wayfinding Signage Update - Discussion Item
- C. Tree Lighting Event Planning Update - Discussion Item
- D. Official Name for the Tree Lighting Event - Discussion Item
- E. Downtown Improvements/Programs Grant Wish List - Discussion Item

9. NEW BUSINESS

- A. Approval of Language - Reviewing of Bids and Quotes

Approval of language that states: The City of the Village of Douglas Downtown Development Authority shall retain the ability to review bids and quotes, and offer input, when the Authority is allocating funds towards a project or program.

- B. Community Events Funding Application - SDHC October 28th, 2023 Event

Motion to approve the Community Events Funding Application from the Saugatuck-Douglas History Center for the Party Before the Parade Event in the amount of \$2,500. - roll call vote

- C. Douglas Signage - Exit 36 - Discussion Item

- D. Request For Quotes - Maintenance of Center Street Bump Outs - Discussion Item

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)

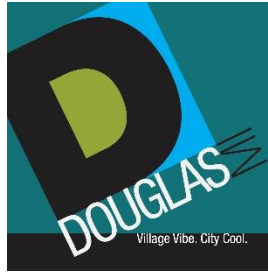
13. BOARD COMMENTS

14. CHAIR COMMENTS

15. ADJOURNMENT

Motion to adjourn

Please Note – The City of the Village of Douglas (the “City”) is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of this meeting or the facilities, are requested to contact Laura Kasper, City Clerk, at (269) 857-1438, or clerk@douglasmi.gov to allow the City to make reasonable accommodations for those persons. CITY OF THE VILLAGE OF DOUGLAS, ALLEGAN COUNTY, MICHIGAN



**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, SEPTEMBER 27, 2023 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER

2. ROLL CALL/QUORUM

PRESENT

Aleshia Balmer

Dave Laakso

Kabri Martyniek

Mark Postilion

Randy Walker

Maggie Bandstra (left early)

Also Present City Manager Lisa Nocerini

City Clerk Laura Kasper

ABSENT

Beth Stefanchik

Jerome Donovan

3. ELECTION OF OFFICERS

- A. Election Of Chair - City Clerk Kasper called for nominations for Chair from the floor. Bylaw procedure as stated on record and in agenda, if the election of Chair causes a vacancy in another office, the same process shall repeat for open officer, and a roll call vote taken to accept the nomination.

Nomination by Walker, seconded by Balmer, to appoint Postilion to the Chair of the Downtown Development Authority. – Motion carried

Voting Yea: Balmer, Laakso, Martyniek, Postilion, Walker, Bandstra

Postilion accepted Chair appointment opening the election nominations for Vice-Chair.

Nomination by Laakso, seconded by Balmer, to appoint Walker to Vice-Chair of the Downtown Development Authority. – Motion carried

Voting Yea: Balmer, Laakso, Martyniek, Postilion, Walker, Bandstra

4. APPROVAL OF AGENDA

A. Approval Of Agenda - Changes/Additions/Deletions - September 27, 2023

Motion by Walker, seconded by Balmer, to approve: September 27, 2023 Agenda. – Motion carried by unanimous roll call vote.

5. APPROVAL OF MINUTES

A. Approval Of Minutes - Changes/Additions/Deletions - August 30, 2023

The Authority Members emphasized that when DDA monies are used towards a project that requires contractor bids and other related quotes, that they be given the opportunity to review those bids/quotes and to offer their input.

Motion by Balmer, seconded by Martyniek, to approve the August 30, 2023 Minutes. – Motion carried by unanimous roll call vote.

6. OFFICER REPORTS

- A. Secretary – No report
- B. Treasurer – Provided in agenda packet
- C. Vice Chair - No report
- D. Chair – No report

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES): No comments

8. PUBLIC COMMUNICATION – WRITTEN: No submissions

9. UNFINISHED BUSINESS

- A. **Ordinance No. 06-2023 - Ground-floor Residential Text Amendment - Discussion Item** – Tricia Anderson of Williams and Works, led the discussion remotely, and answered questions, addressed concerns, and gathered the Authority Members input on the Ordinance text amendment. This information was recorded and provided to the City Council for inclusion to their final determination of approval for the Ordinance amendment. The following detailed summary was provided to City Council:

Will residential uses take over ground floor space historically occupied by commercial uses? Some members were concerned that the amendment would result in residential uses taking away from the commercial uses that provide the economic viability within the DDA. We assured the DDA members that the other standards within Section 26.13 would prevent the frontage of a building from being occupied by a residential use.

Why not just make an exception for 200 Center Street? It was explained that the proposed amendment was initiated by a proposed mixed-use development at 200 Center Street. The applicant proposed ground-floor residential as a way to off-set the construction costs, as only upper-floor units would require an elevator to comply with ADA requirements. Some members of the DDA expressed concern that the amendment would affect the entire C-1 district and inquired as to why the applicant could not seek a variance, so that the other parcels would not be affected. We explained that the ZBA does not have jurisdiction over special land use standards, and that the majority of the other parcels are already afforded the right to have ground floor residential, provided all the special land use standards can be met. As it relates to part b, the majority of the parcels along Center Street are able to meet this standard, as they abut a residentially zoned district.

What is the definition of “abut”? Part b currently requires the parcel proposed for ground floor residential to “abut” a parcel zoned residential on at least one side. Some were concerned that the

alleyway or public roads that separate the C-1 zoned parcels from the R-3 zoned parcels didn't actually "abut" a residentially zoned district because the map does not show the road as belonging to anyone zoning district. We explained that in our view, "abut" would be interpreted in this case as across the street. Some communities extend zoning districts into the roadways, some do not. And, depending on what map you're viewing, the road is included in a zoning district and on others it is not.

Could a mixed-use building be bulldozed and redeveloped with a multi-family apartment complex as a result of this amendment? One member of the DDA was concerned that this amendment may open the door to any type of residential on C-1 zoned parcels. We assured him that this would not be permitted, as multi-family (unless part of a mixed-use building) and single-family uses are not permitted in the C-1 district.

It was noted that if the Council is inclined to offer an approval of the proposed amendment, the DDA would still have the opportunity to review proposals for ground floor residential on a case-by-case basis.

Bandstra had to leave the meeting at 3:00 pm.

Motion by Balmer, seconded by Walker, to extend the meeting by 30 minutes. Motion carried by majority roll call vote.

- B. **Gateway Signage - Discussion Item** – Postilion discussed picking up where predecessor Chair Ketelhut left off with the discussion phase of the possible memorial tree removal at the Demond's Clear Vision Easement, and possibility of drafting a City use agreement on the property. Executive Administrator, Pearson was present to answer further questions from the Authority Members and offered to take the Chair and Authority Members onsite to show the actual scale of measurements. The findings of further discussion with Demond's will determine further direction of quotes.

10. NEW BUSINESS

- A. **Tree Lighting Quote** – Blue Star Tree Farms offered to donate a 20 Foot tree to the City, and a quote was received from the current contractor, Chips Groundcover to provide lighting to the tree, and would be used as the official Holiday Tree for the tree lighting ceremony.

Motion by Balmer, seconded by Laakso, to extend the meeting. Motion carried by unanimous roll call vote.

Motion by Martyniek, seconded by Balmer, to amend the DDA budget for an additional \$710.00 to provide the tree lighting. Motion carried by unanimous roll call vote.

- B. **Tree Lighting Ceremony - 2023 Date & Time** – Will be held on Saturday November 25th, 2023. The event will be sponsored by Walker and Martyniek business backing.
- C. **Holiday Market - Discussion Item** – Former Chair took charge of the planned item, but due to the short timeline the DDA will plan for the future growth and success of this item.

11. COMMITTEE REPORTS: No report

- 12. **STAFF/MANAGER REPORTS:** City Manager Nocerini gave a brief report on Wayfinding being on tract, looking into the Placemaking Grants, MEDC grant upcoming, and that the Masterplan currently being updating may affect eligibility. She also offered that DDA send their list of focused projects for her to keep an eye out for, and she mentioned reaching out to Consumers Energy regarding the painting of the lamp

poles in the DDA. In addition, the Wiley property was closed on and City properties in the DDA will be going up for proposed sale in the future.

13. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES): None

14. BOARD COMMENTS: Walker would like to look at bylaws and changing to a Consent Calendar format, mentioned adding chains to the City flag poles to assist with wind, and the upcoming Blessing of the Animals event.

15. CHAIR COMMENTS: None

16. ADJOURNMENT

Motion by Walker, seconded by Balmer, to adjourn.

DDA BUDGET - 2023-2024 FISCAL YEAR beginning July 1, 2023

	2023-2024 Approved Budget	Activity for September 2023	2023-2024 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 49,942.00	\$ -	\$ 43,493.41	\$ 6,448.59	TIF Recapture
OTHER INCOME	-	-	260.00	(260.00)	Chair Rental - July and August Socials
TOTAL Revenues	<u>\$ 49,942.00</u>	<u>\$ -</u>	<u>\$ 43,753.41</u>	<u>\$ 6,188.59</u>	
EXPENSES					
TRAINING FUNDS	\$ 1,000.00			\$ 1,000.00	
DDA ADMINISTRATION	7,800.00	650.00	1,950.00	5,850.00	Allocation of Douglas Staff Expenses
CONTRACTUAL	3,000.00			3,000.00	
CONTRACTUAL ENGINEERING	-			-	
COMMUNITY PROMOTIONS	16,000.00	347.00	425.40	15,574.60	Art In Douglas Advertising; Fall Gallery Stroll Music
CAPITAL OUTLAY	<u>76,000.00</u>	<u>-</u>	<u>19,258.97</u>	<u>56,741.03</u>	Wayfinding Signage-Praise Sign Company
TOTAL Expenditures	<u>\$ 103,800.00</u>	<u>\$ 997.00</u>	<u>\$ 21,634.37</u>	<u>\$ 82,165.63</u>	
SUMMARY:	-	-	-		
REVENUES:	\$ 49,942.00	\$ -	\$ 43,753.41	\$ 6,188.59	
EXPENDITURES	<u>103,800.00</u>	<u>997.00</u>	<u>21,634.37</u>	<u>82,165.63</u>	
BUDGET NET INCOME (LOSS)	<u>\$ (53,858.00)</u>	<u>\$ (997.00)</u>	<u>\$ 22,119.04</u>	<u>\$ (75,977.04)</u>	

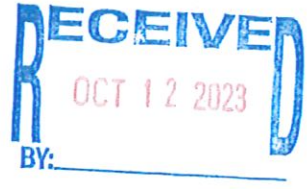
10/20/2023

DDA TREASURER'S REPORT for October 25, 2023 Meeting

There was no revenue received during September. Expenses totaling \$997.00 were incurred during September, including the recurring \$650.00 monthly allocation of Douglas staff expenses, \$200.00 for Fall Gallery Stroll musical entertainment, and \$147.00 for Art In Douglas advertising.

At September 30, 2023, the DDA had cash on hand of \$117,720.54. Accounts payable at month-end included the \$200 for musical entertainment, and \$147 of advertising mentioned above, leaving an ending fund balance of \$117,373.54.

10/20/23



Douglas DOWNTOWN DEVELOPMENT AUTHORITY

APPLICATION COMMUNITY EVENTS FUNDING PROGRAM

Please Review Attached Guidelines

Submit complete application to the DDA office, City Hall, 86 W Center St, Douglas MI 49406

Submission Date: **10/11/2023**

Name of Organization: **Saugatuck-Douglas History Center**

Address: **PO Box 617 Douglas MI 49406**

Contact Name: **Eric Gollanek, Executive Director**
Phone Number: **269-857-5751**

I ORGANIZATION MISSION OR PURPOSE

Date received

Meeting review date

Recommendation:

NOTE: Organizations which received DDA event funding previously, must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

ORGANIZATION REQUEST FOR DDA FUNDS

Please review the attached Community Event Funding Program Guidelines. Reply to each section completely; *additional sheets may be attached*

II DDA FUNDING HISTORY

- A. Is this the first time you've applied for DDA funding for this event? **Y X N**
- B. If yes, how many times have you applied previously? **New event. SDHC requested funding for Douglas Summer Social for first time in July 2023.**
- C. Is this a recurring event? **We anticipate this will be an annual event if successful this year.**

III EVENT DESCRIPTION

Event Name **PARTY BEFORE THE PARADE AT THE SAUGATUCK-DOUGLAS HISTORY CENTER**
Event Date(s) **October 28, 2023**
Location **130 Center Street, Douglas, Michigan**

Event Description/Activities Planned

On October 28th the Saugatuck-Douglas History Center will host a party open to the public with entrance fee of \$10 per person to celebrate prior to the start of the Douglas Halloween Parade for Adults. This year marks the 25th anniversary of the Halloween Parade, a historic event and the History Center is delighted to host this event.

The party will begin at 6 PM on Saturday, October 28 and conclude with the start of the parade. The Pumpkin King parade puppet will be on view at the History Center and will roll out from our gardens to lead the parade at 10 PM.

Attendees at the party will be able to view the Pumpkin King up close and pose for photographs. The SDHC will be selling beer and wine to partygoers as a fundraiser for the SDHC. Michael Hulett will provide musical entertainment. At 8:30 PM the SDHC will host a costume contest complete with \$500 prize for best costume.

The event will be held outdoors, rain or shine, with use of the front and back gardens at the Center as well as the boathouse. The historic Douglas Union School building will be illuminated again this year in dramatic Halloween colors. There will also be a wash of lighting in the front and back garden for safety and to set a festive mood.

IV DOWNTOWN BENEFIT

A. How the proposed activity will benefit Douglas's Downtown and Local Businesses:

The event serves as an important attraction for visitors to Downtown Douglas. The event seeks to attract visitors to Douglas earlier in the evening prior to the start of the parade at 10 PM. We will be directing and promoting local businesses serving food including Back Alley Pizza as we will not be selling food at the event.

B. List Local Businesses involved, include How Businesses are participating in the event.
Saugatuck Brewing Company and Fenn Valley Vineyards are a sponsor for the event.

C. List your methods to advertise and promote the event, plus Downtown and Local Businesses:
The event is marketed through three weeks of advertisements in the Commercial Record newspaper, Facebook and Instagram posts, email marketing through the SDHC, and promotion through partners including Douglas Halloween Parade and Saugatuck Brewing Company marketing efforts.

VI BUDGET Note: Please attach an Itemized Budget for the Event to Your Application.

Budget Summary: See attached budget with list of expenses. The SDHC is requesting \$2,500 in support from the DDA for this event.

The SDHC is committed to spending \$4,000 to host this event to benefit parade attendees. As a first time event for the SDHC, we have limited information to forecast event attendance for ticket sales for admissions and drink sales. The weather is also a significant variable on the size of the event late on the evening of October 28th. We feel confident there is demand to make this a successful fundraiser for the SDHC. The support of the DDA can make this a successful event for Downtown Douglas.

V PROMOTION and PUBLICITY

A. *How many participants expected:* **Estimated 250-500 attendees**

B. *Participant demographics (ages, special interests, where coming from, etc.):*

The parade attracts thousands of attendees from the community as well as from around the region. The SDHC party will bring a energetic and fun 21-55 year old audience to Downtown Douglas and the History Center from the Lakeshore region including Grand Rapids, Holland, and beyond.

TOTAL COST: \$4,000

Event expenses are estimated at \$4,000. **The SDHC requests approval of up to \$2,500 in support from the DDA to be applied to fixed expenses.** This includes lighting which will benefit all visitors to Downtown Douglas as well as portable restrooms, advertising and promotion, and event expenses.

The event is outdoors and weather dependent, complicating forecasting of revenue from admission and drink sales.

City of Douglas

EVENT APPROVAL

Have you submitted a Special Event Application to the City of Douglas for approval? Y N

Has your Special Event Application to the City been approved by Douglas City Council? Y N

[N/A – event held on SDHC property]

SDHC Halloween Parade Pre-Party -- October 28, 2023

Event Expenses

Site rental and equipment	\$ -	In-kind	SDHC gardens and event supplies
Site staff	\$ -	In-kind	Volunteers
Porta john rental	\$ 525.00		
Chair rental	\$ 50.00		City of Douglas - 50 chairs
Event lighting and AV	\$ 750.00		Event lighting from Corporate Live
Graphics work	\$ -	In-kind	
Printing	\$ 50.00		Posters and signage
Advertising in Commercial Record	\$ 840.00		Three weeks of print advertising
Insurance	\$ 100.00		Liability policy for alcohol sales
MLCC licensing	\$ 25.00		Special event license fee
Fencing	\$ 250.00		Temporary snow fencing installed on Center Street for event
Bar costs	\$ 100.00		Bar supplies: ice, cups, miscellaneous
Beer inventory	\$ 500.00		Saugatuck Brewing Company
Wine inventory	\$ 500.00		TBD
Total	\$3,690.00		

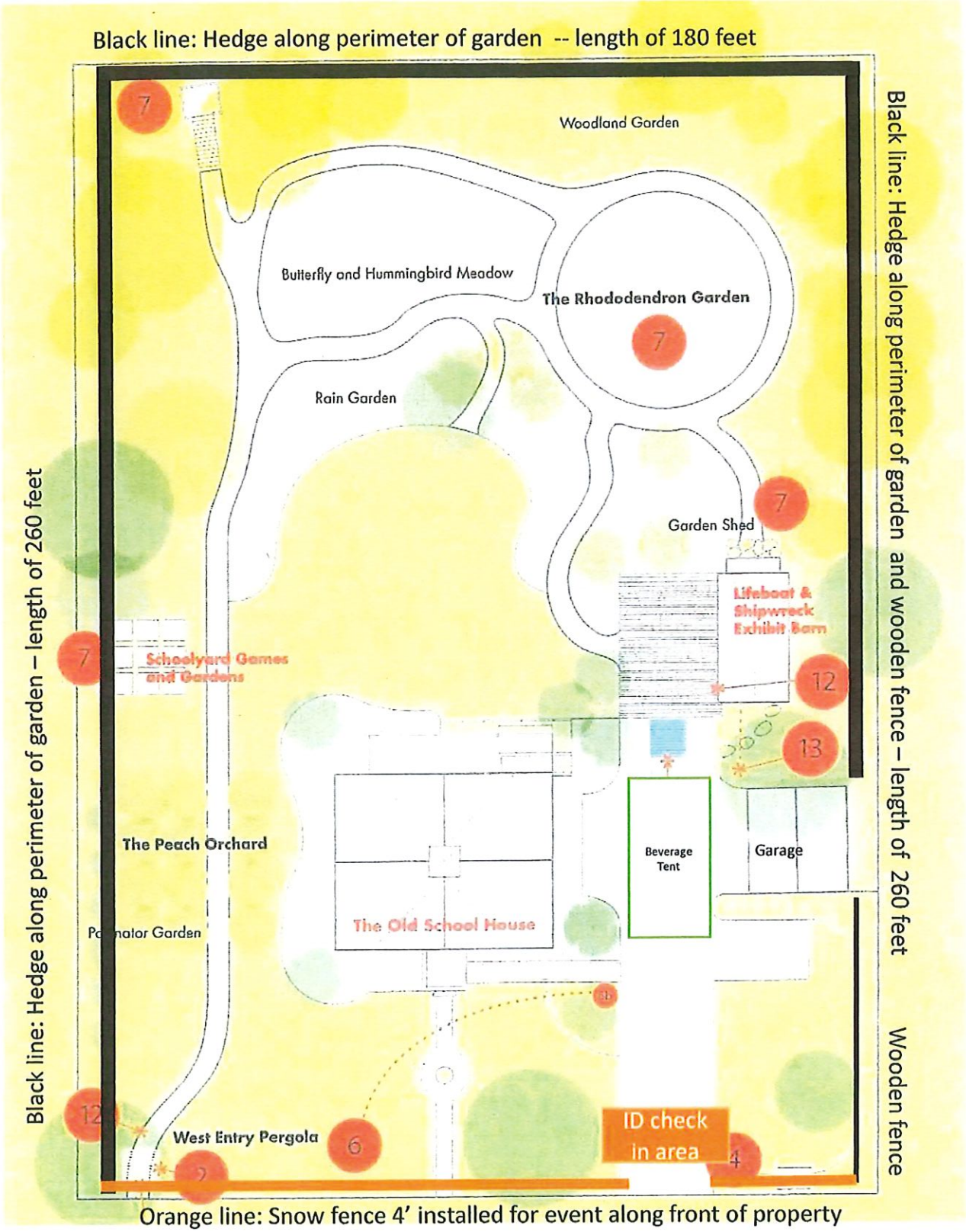
Request for support **\$2,500.00**

To underwrite fixed event expenses including rentals, lighting, advertising, and permitting/insurance.

Saugatuck Douglas History Center 130 Center Street Douglas

Item 9B.

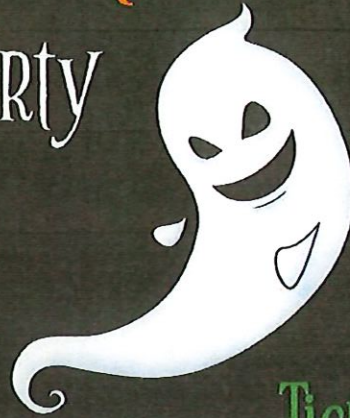
Site plan showing hedge along perimeter of garden and fencing at front and side yard



SAUGATUCK-DOUGLAS HISTORY CENTER PRESENTS

Party Before the Parade

Halloween Parade Party Fundraiser



Outdoors...
Rain OR
Shine!

Tickets Online: \$10
www.mysdhistory.org



Costume Contest
Sponsored by
Lake Michigan Dermatology
\$500 Prize!

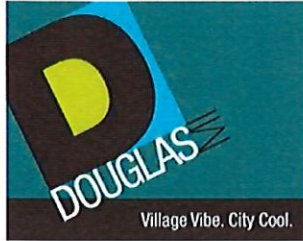
Drinks & Live Music!

Saturday, Oct. 28, 2023, 6:00pm



Take a Selfie with the
Pumpkin King!

SAUGATUCK-DOUGLAS
HISTORY
CENTER
130 Center Street



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

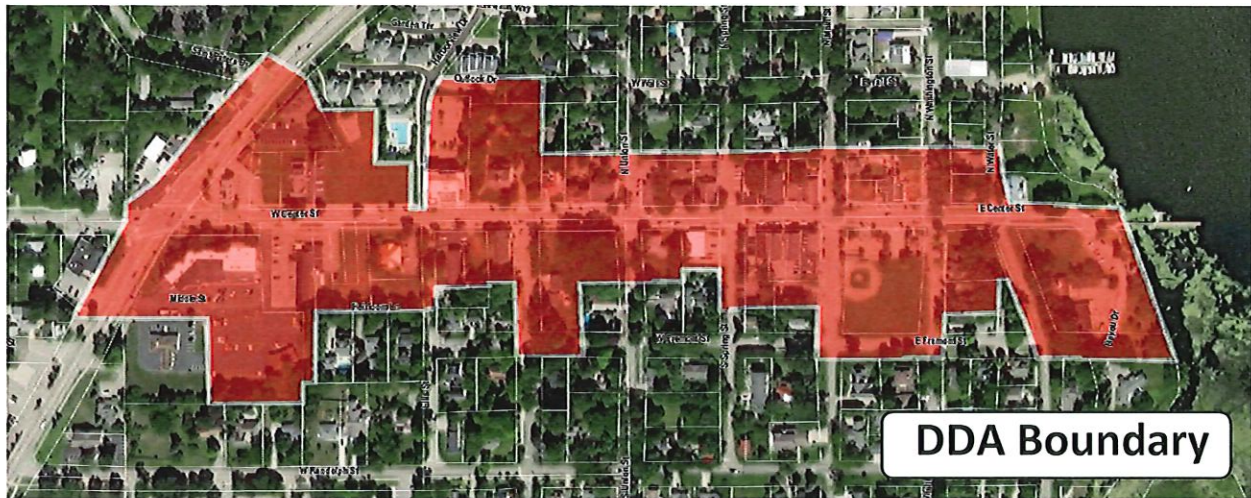
Community Events Grant Program Guideline

PROGRAM GUIDELINES

The City of Douglas Downtown Development Authority (DDA) was originally created in 1997 to reverse the pattern of deterioration in the downtown area and to plan for and implement certain public improvements considered necessary for future economic growth. The goals of the DDA are detailed in its Development Plan, adopted in 2006. The DDA intends to support qualified downtown events with funding to promote the downtown district and increase foot traffic.

The DDA is seeking a partner relationship with event presenters to help promote Douglas's Downtown District. Local organizations planning to present a public event(s) in downtown Douglas may submit an application for funding in accordance with the guidelines described below.

Funding recommendations are reviewed at the end of each quarter.



The maximum amount awarded to a local organization under the program is \$5,000. Events will be funded only to the extent that funding is available.

REQUIREMENTS

- The event must include participation of local downtown businesses.
- The event presenter(s) must market the event as well as promote the DDA.
- The event must be open to the public.

Note: Preference will be given to events which attract a diversity of participation

CONDITIONS OF ELIGIBILITY

- Event presenter(s) must receive City Council approval with a Special Events Application prior to

- seeking grant funding.
- DDA monies awarded must be used towards qualifying expenses related to Douglas's downtown, local businesses, and marketing events. Funds are disbursed as reimbursement after applicant presents itemized receipts.
- All necessary insurance and security must be provided by the event presenter(s).
- Event presenter(s) must work with City of Douglas' City Council/Administration/DPW/Police and Saugatuck Township Fire District on road closures, use of public space and services, and other issues.
- Event must use the DDA logo on all materials and link to the DDA website (if applicable).
- Event presenter(s) must complete a Community Events Grant Funding Application and provide related information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers.
- Itemized receipts must be presented equaling the amount requested.
- Event presenter(s) receiving DDA event funding must submit a written final summary on the event(s) and how DDA funds were used prior to consideration of a new application.
- Funded event presenter(s) may be asked to appear and submit their report at a DDA meeting following the event.

Please note that the above list is not all-inclusive. Final determinations of eligibility requirements are governed by the DDA Board.

AWARD PAYMENTS

- DDA awards are paid to recipients as reimbursements.
- All event(s) must be in compliance with the aforementioned requirements.
- Original receipts for services performed must be provided to receive reimbursement.
- After satisfactory review by DDA Business Incentive Program sub-committee, payment will be made to the award recipient as soon as possible by the City Treasurer

GRANT FUNDING TIMELINE

Community Events Grant Program applications are accepted, reviewed, and awarded on an ongoing basis depending on the availability of funds in the DDA budget.

QUESTIONS

Please contact the City Clerk's office at clerk@douglasmi.gov or 269.857.1438 for questions. For more information on the DDA please visit our website at www.douglasmi.gov.

Revised – November 23, 2022



Highway Aesthetic Element Guidelines

Effective Date: September 30, 2021

Development Services Division
Utility Coordination, Permits, & Agreements Section

Highway Aesthetic Element Guidelines

Effective Date: September 30, 2021

Purpose

Cities, villages, counties, townships, or tribal governments often desire transportation facilities to provide identification and a favorable image of the communities in which they are located. Using the principles of Context Sensitive Solutions (CSS) for Alternative Use of Highway Right-of-Way, the Michigan Department of Transportation (MDOT) encourages and promotes enrichment of the cultural and visual environment for transportation system users and local communities by facilitating and coordinating the integration of highway aesthetic elements within the MDOT right-of-way (ROW). Use of the MDOT ROW for non-highway purposes is allowed under 23 CFR 1.23 (b) and (c), if such use is in the public interest and will not impair the highway or interfere with the free and safe flow of traffic. Aesthetic elements, such as gateways and public works of art, may also be allowed within the MDOT ROW under 23 CFR 752.2 (a) and (b). Please note that in some cases, MDOT may not be the underlying fee holder of the ROW; using the ROW for an aesthetic element would then require written approval from the underlying fee holder of the property before MDOT could consider permitting the use.

An aesthetic element can signify economic, physical, and cultural locations and is intended to create a sense of place in support of a community's identity. Aesthetic elements are considered a non-highway use within the transportation corridor and shall not impair the function, safety, operation, or maintenance of the highway.

Prior to engaging in the permitting process, MDOT will require evidence of CSS community engagement and support for the purpose of this request. The Eligible Entity will follow the MDOT CSS policy or solicit comments from stakeholders in accordance with the requirements of MDOT's CSS for Aesthetic Use of Highway Right-of-Way (Form 0525A). Regardless of the method used, submittal of [Form 0525A](#) is required.

Locations for aesthetic elements can be quite varied. Some may be located at a distinctive boundary location as a gateway entering the community or at a location with historic or cultural value. Other locations may be regional tourism settings or economic development initiatives including prosperity zones and trade corridors.

Definitions

Below are definitions for some common terms used throughout this document with regard to permit applications for aesthetic elements.

1. Eligible Entity: Cities, villages, counties, townships, tribal governments, or state and federal agencies.

2. Gateway Sign: A gateway sign is defined as any non-traffic governmental signing that is intended to convey community identification^a.
3. Gateway Monument: Is a freestanding structure that is intended to define and enhance a community.
4. Gateway Component on Engineered Facilities: An image or text that conveys information about a region, community or Eligible Entity that is part of an official municipal charter may be considered for placement as an aesthetic element upon engineered facilities such as bridges, noise walls, retaining walls, slope paving etc.
5. Public Artwork: Any work of art which is designed for and sited in a space accessible or visible to the general public.
6. Landscape Enhancements: Softscape, hardscape, and architectural lighting
7. Regional Collaboration Area: Recognized groups associated within a general geographical region established to find and strengthen common interests specific to that area.

Design and Placement of Aesthetic Elements

*The following items are covered by other guidance, processes, policies, or laws and **are not** considered aesthetic elements^b:*

- Tourist Oriented Directional Signs or Logo Signs
- Adopt-A-Highway or Adopt-A-Landscape
- Sponsor-A-Highway
- Traffic generator signing (stadiums, museums, performing arts venues etc.)
- Non-permanent or Seasonal Banners (farmer's markets, annual community events etc.)
- Acknowledgement Signs
- Slogan/Distinctive Boundary Signs
- Community Wayfinding Signing
- Memorial Highway Signing

Design parameters including but not limited to location, placement, materials, or content will apply to all aesthetic elements. Only one aesthetic element will be allowed per Eligible Entity on an MDOT owned route in each direction of the traveled roadway. When it is a facility that has multiple route designations the aesthetic element would be attributable to the route with the highest National Functional Classification (NFC)^c.

^a Gateway signs are installed as independent sign assemblies. Under current federal regulations prohibiting advertising (including [23 CFR 1.23\(b\)](#), [23 U.S.C. §109\(d\)](#), [23 U.S.C. §111](#), and [23 U.S.C. §131](#)), use of private trade names, logos, products or product names, service names, company name, or contact information will be prohibited on gateway signs and monuments within the operational highway ROW.

^b See [Administrative Rules Regulating Driveways, Banners, and Parades](#), [Guidelines for Signing on State Trunkline Highways](#)

^c See [National Functional Classification](#)

*Proposed aesthetic elements **must not**:*

1. Be located in the median of a highway with posted speeds of greater than 45 miles per hour.
2. Be located in the clear vision area of any roadway.
3. Be located within the median areas of freeways and Interstates.
4. Promote commercial products, non-governmental logos, emblems, trade names, messages, or services of any kind.
5. Contain religious, political, private, or special interest symbols, trade names, slogans, or websites. Must not violate Title VI of the Civil Rights Act of 1964.
6. Sponsor or acknowledge aesthetic elements.
7. Include illumination that impairs or distracts driver vision. Display blinking, intermittent or moving lights, including digital displays or lighted static LED displays. Other lighting may be permitted.
8. Include moving elements including kinetic art or other devices.
9. Include water features of any type.
10. Interfere with official traffic control devices including signing, or the operational ROW above the roadway.
11. Be attached to inside face or top of traffic barriers to prevent potential snagging of vehicles.
12. Be considered on National or State Byways, All American Roads, or other recognized roadway designations unless the managing entity provides a resolution of support.
13. Adversely impact existing highway features and facilities including drainage and vegetation. Removal of trees or other vegetation for visibility will not be considered unless the proposed landscaping plan for the aesthetic element includes tree and vegetation replacements as part of the proposed landscaping plan or as other program requirements limit.

*Proposed aesthetic elements **must**:*

1. Follow all standards for placement of discretionary fixed objects as follows:
 - a. Located outside the clearzone distances as stated in the MDOT Road Design Manual, or
 - b. Shielded behind existing guardrail, barrier, or other safety device.
 - c. Each design must fit site specific conditions utilizing criteria in Chapter 7 of the MDOT Road Design Manual.

Note: If within an urban area, the aesthetic element shall be placed outside the required clear-zone or shield non-crashworthy objects per the AASHTO Roadside Design Guide^d.

^d See [23 CFR §625 Design Standards For Highways - Code of Federal Regulations \(ecfr.io\)](#)

2. Be located on the backside of the barrier, not on the traffic side or on top.
3. Be located in an area where maintenance can be safely performed as specified in the permit or agreement and in conformance with department procedures.
4. Identify the ROW type and documentation to ensure that the property rights are in MDOT's or local government's authority.
5. Comply to the current guidelines for any modification to existing aesthetic element, such as a gateway sign or monument.
6. Permanent traffic signing shall be considered when aesthetic elements, such as gateway signs or monuments, are proposed. Traffic signs (whether overhead or ground mounted) take priority over visibility of an aesthetic element and shall be located per the Michigan Manual on Uniform Traffic Control Devices (MMUTCD) and/or any MDOT Standard.
7. Regional officially adopted seal, emblem, logo, or slogan must be substantiated through resolution and participating governmental agreement of all the participating eligible entities. Any modifications for constructability require a separate resolution. It must be compliant with the MMUTCD, and not create an attractive nuisance.

Aesthetic Elements and Gateway Component placed on Engineered Facilities must also meet the following requirements:

1. Allowable aesthetic elements on bridges are restricted to:
 - a. Name of the facility which crosses over the bridge.
 - b. Name or official seal/regional seal/emblem/logo of the governmental entity (Eligible Entity only).
 - c. Public artwork.
 - d. Ornamental Fencing. Must follow guidelines in chapter 7 of the MDOT Bridge Design Manual.
2. Attachments of aesthetic treatments to bridges shall not infringe on existing vertical underclearance envelopes.
3. Field drilling, welding or attachments of any kind are not permitted on steel or concrete beams, or steel railing elements.
4. Use only epoxy anchor systems, or concrete anchor systems on the MDOT QPL, and installed in accordance with the MDOT Standard Specifications for Construction for connections to bridges.
5. Epoxy anchor systems must be designed using ACI 318-14 or later editions for the given loading condition (vertical, horizontal, or overhead) and use only adhesive anchor systems qualified per ACI 355.4-11 or later editions for the same loading condition.
6. Where connections are proposed to the bridge deck overhang and concrete railing elements, a Pachometer must be used to locate and avoid existing reinforcement.

7. Connections for aesthetic elements must be designed in accordance with the AASHTO Guide Specifications for Structural Supports for Highway Signs, Luminaries, and Traffic Signals. Post-installed adhesive anchors must be designed using ACI 318-14 or later editions for the given loading conditions.

Jurisdiction for Location of an Aesthetic Element

Whenever feasible, the aesthetic element should be located within the legal boundaries of the Eligible Entity or the recognized Regional Collaboration Area. If the proposed location for the aesthetic element is outside of the boundaries of the Eligible Entity, or if the location is at the border of multiple entities, the elected boards of all entities impacted by the aesthetic element must provide resolutions of support. All Eligible Entities may request an aesthetic element on behalf of a non-governmental unit such as regional tourism collaborations.

Responsibilities

MDOT retains sole discretion for approval of all aesthetic elements and associated features, including gateway signing, monuments, and components on the State Highway System, in addition, the Federal Highway Administration (FHWA) must approve aesthetic elements, including gateway signing, monuments, and components within Interstate Limited Access ROW (LAROW).

1. **Financial Responsibilities:** All costs for the proposed aesthetic element design, construction, access for maintenance, maintenance, and removal of the aesthetic element features (if required) are the responsibility of the Eligible Entity and must be outlined in detail within the preliminary and final permit submittals. Coordination and resolution of any utility costs or issues will be the responsibility of the Eligible Entity. Aesthetic element proposals incorporated into an MDOT transportation project as the result of the CSS process, stakeholder engagement activities, or partnership agreements will require a project specific cost sharing and/or operation and maintenance agreement.
2. **Inspection and Maintenance:** The Eligible Entity must provide for routine inspection and scheduled maintenance as described in the project specific cost sharing and/or operation and maintenance agreement. Maintenance will include restoration activities to maintain the integrity of the feature including any landscaping or lighting elements. Aesthetic elements must be kept clean, free of graffiti and in good repair. Maintenance activities will require an annual permit.
3. **Removal:** The Eligible Entity must remove aesthetic elements which, as determined by MDOT, create a safety or operational concern due to deterioration or inadequate maintenance. MDOT will notify the Eligible Entity when it has determined the aesthetic elements requires attention. In the event the Eligible Entity fails to maintain, repair, or remove the aesthetic elements after notification by MDOT, MDOT may remove the aesthetic elements and bill the Eligible Entity for all costs of removal and restoration.
4. All agreements and permits must be with the Eligible Entity.

5. Eligible Entities must supply resolutions of support for aesthetic elements impacting multiple jurisdictions.

Review/Approval Process

Aesthetic elements may be installed as part of a related transportation project or may be installed under a separate construction permit.

- **MDOT Trunkline Project Specific Cost Sharing Agreement**
Aesthetic element features included in a transportation improvement project will be reviewed and approved using the departments CSS and plan review process during project development and as directed with these guidelines. MDOT Project Manager will request an agreement from the Governmental Coordination Unit per Section 14.41 of the MDOT Road Design Manual, outlining the responsibilities of the Eligible Entity as described in the section above.
- **Local Agency Program Project Operation and Maintenance Agreement**
Aesthetic element features included in a state or federal-aid funded transportation improvement project will be reviewed and approved by MDOT Local Agency Programs (LAP) in accordance with its current practice. MDOT Transportation Service Center (TSC) Staff will request an Operation and Maintenance Agreement from the Governmental Coordination Unit, per Section 14.41 of the MDOT Road Design Manual, outlining the responsibilities of the Eligible Entity as described in the section above. This is in addition to the LAP Project Specific Cost Sharing Agreement.
- **Permit Operation and Maintenance Agreement**
When not prepared in conjunction with a proposed or ongoing state or federal-aid funded transportation improvement project, the Eligible Entity will submit the aesthetic element proposal using the Construction Permits System (CPS). As part of the CPS application process, the MDOT Region or Transportation Service Center staff will request an agreement from the Governmental Coordination Unit per Section 14.41 of the MDOT Road Design Manual, outlining the responsibilities of the Eligible Entity as described in the section above.

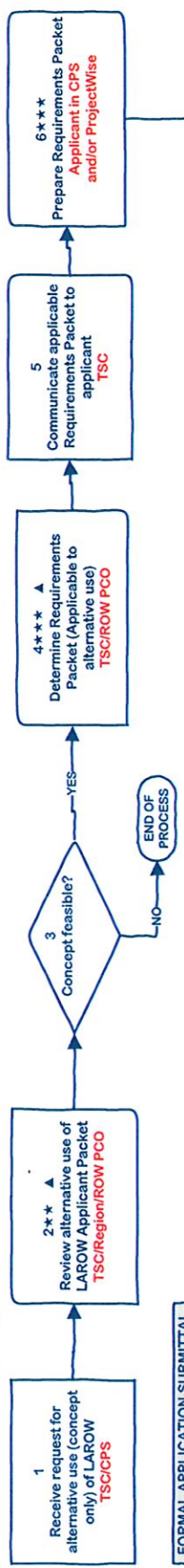
All proposed aesthetic elements within the *Interstate LAROW* must be reviewed and approved by FHWA.

Review packages shall follow the Alternative Use Limited Access ROW flow chart process.

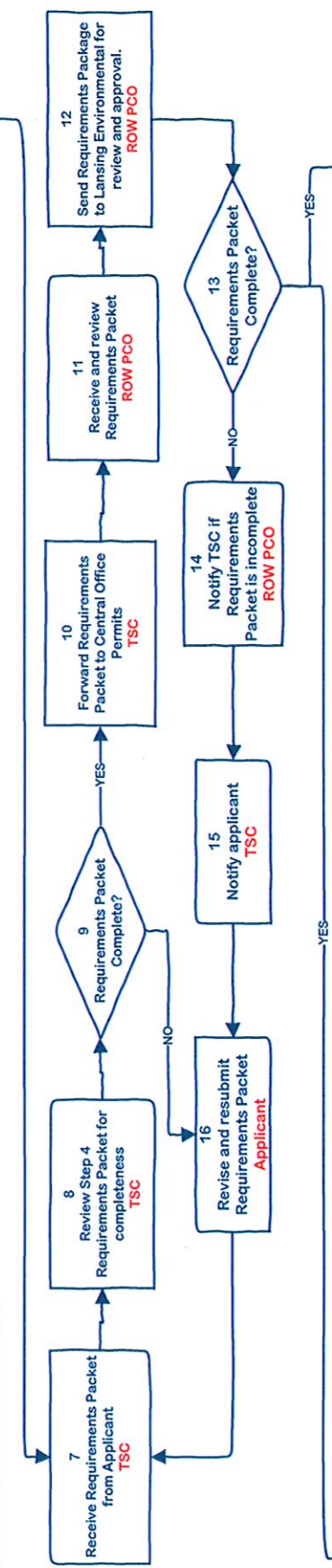
The primary considerations during the review will be conformance to engineering standards, safety, motorist distraction, operational concerns, context, aesthetics, display method, message content, and access for maintenance. All proposals must be in compliance with federal, state, and local standards and regulations.

★ ALTERNATIVE USE OF LIMITED ACCESS RIGHT OF WAY (LAROW)
(No Property Rights)

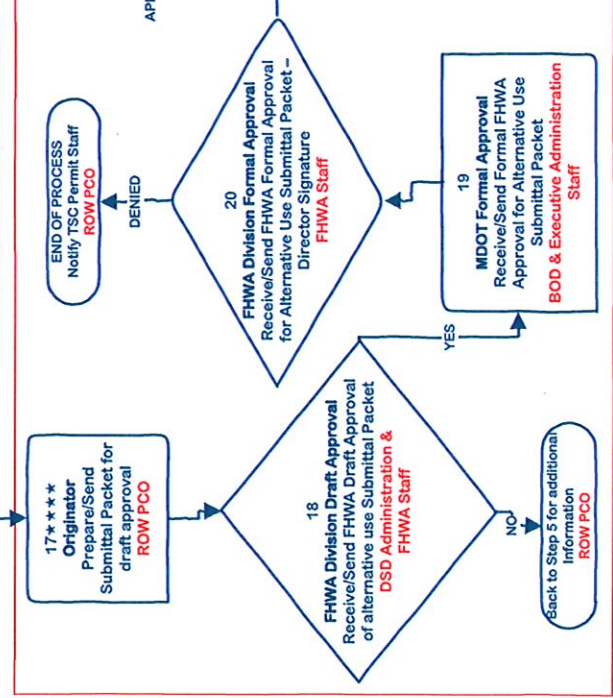
CONCEPTUAL FEASIBILITY SUBMITTAL



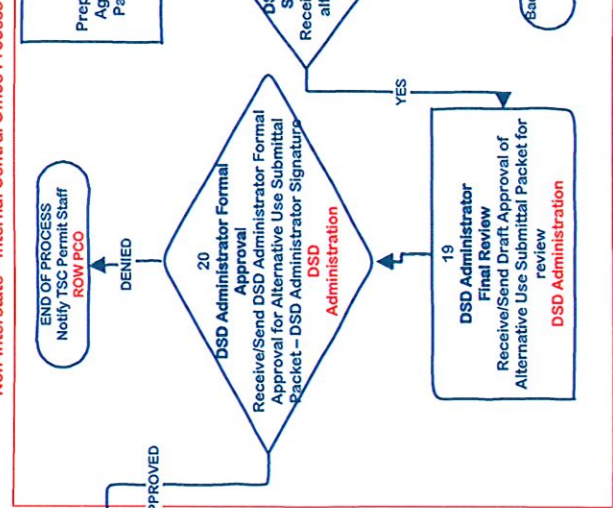
FORMAL APPLICATION SUBMITTAL



Interstate - Internal Central Office Process



Non-Interstate - Internal Central Office Process



▲ For Interstate routes ROW PCO initiates contact with FHWA if ROW PCO determines initial concept package is feasible.

Key

Acronyms:

BOD – Bureau of Development
 CPS – Construction Permit System
 DSD – Development Services Division
 FHWA – Federal Highway Administration
 LAROW – Limited Access Right-of-Way
 MDTOT – Michigan Department of Transportation
 ROW PCO – Right of Way Permits Central Office
 TSC – Transportation Service Center

★ Alternative Use encompasses any non-permanent transfer of real property interest in the highway right of way and covers use agreements/license for the use of real property interest in the LAROW short of a permanent conveyance.

★ Alternative Uses:

- Non-motorized paths and access locations
- Sidewalks
- Breaches – temporary drive & storage
- Wireless cellular equipment
- Grading
- Drainage connections
- Adaptive landscape
- Gateways
- Murals
- Other Aesthetic Elements

★★ #2 – Applicant Packet (concept only)

Site map (Aerial/Google Map)
 Site plan (Conceptual Drawing)
 Proposal Statement (description of proposed work or use of MDOT ROW) including permanent or temporary facility
 Drainage and grading activities
 Statement declaring why alternative locations are not feasible

★★ #4 and #6 – Requirements Packet

Engineering site plans and profile
 Aerial map showing ROW lines and project
 Environmental Review – Form 2242
 Signals (if applicable)
 Traffic Study and/or analysis (if applicable)
 Drainage Review – Form 2484 (if applicable)
 Region and TSC memo of recommendation and approval
 Local unit of government review and approval (if applicable)
 Operation and Maintenance Agreement (if applicable)
 License Agreement (if applicable)
 Access Location Management Plan (ALMP) (if applicable)
 Structural Analysis and Calculations (if applicable)

★★★ #17 Formal Approval Submittal Packet

Boiler plate agreement/license
 Region/TSC support correspondence including review and approval of Requirements Packet
 Aerial map (site plans and ROW lines)
 Site plan
 Environmental Review – Form 2242
 ROW Sheet
 Supporting documentation from governmental agency (if applicable)

DDA – Gateway Signs – For several years, the DDA has had the objective of replacing the gateway signage at Center and BSH, and Main and BSH. The main focus is on the signage at Center and BSH. The DDA is proposing to work with the property owner at Lakevista to obtain an easement for the signage. The current sign is located in the right of way for Blue Star Highway and should be moved to a more suitable location. Also, previous iterations of signage were too close to the overhead power line in the existing location. Funds are budgeted in the current fiscal year to replace the sign.