



Downtown Holland Signage Approval Requirements

Design Review Board

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

What's the Signage Approval Process?

1. Pick up an application.

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

2. Fill out your application.

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

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

3. Be familiar with the review process and attend the scheduled DRB meeting.

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

4. Install your sign.

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

Questions? Contact DDA Coordinator Jeff Genova in the Downtown Holland office at 616.355.1050 or by email at j.genova@cityofholland.com.

City of Holland | Downtown Holland
150 West 8th Street
Holland, MI 49423
dda@cityofholland.com

Types of Signs

Awning, Canopy, Marquee: An awning or canopy is a retractable or fixed shelter constructed of materials on a supporting framework that projects from the exterior wall of a building; a marquee is a permanent structure constructed of rigid materials that projects from the exterior wall of a building. Generally these structures shall not project more than four (4) feet beyond the face of the building. A revocable license agreement (RLA) may be required.

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

Moveable freestanding (Sidewalk) Sign: Contact the Downtown Holland office for application and requirements.

Wall Sign: A single-faced sign painted or attached directly to and parallel to the exterior wall of a building. The maximum area may not exceed one (1) square foot of sign area for each one (1) foot of building length of the wall upon which this sign is to be located, up to 32 square feet.

Open Flag: No permit required.

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



Downtown Holland Sign Permit Application (DRB)

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

Thank you for taking the time to fill out this applicaiton completely and accurately. All information and the fee are required for your applicaiton to be processed. The DDA reivews your proposed signage for compliance with the City of Holland's sign ordinance. The DRB reviews your proposed signage for design appropriateness and compatilbilty. Thus, information such as sign colors, materials, locations, and scaled drawings of how the sign will look on building facades is **VERY IMPORTANT**. While in most instances, the requested information is adequate to determine compliance, it may be necessary at times to require additional documentation. Please contact DDA Coordinator Jeff Genova at 616.355.1050 or j.genova@cityofholland.com if you need assistance in filling out this form.

APPLICANT INFORMATION

Business Name _____
 Sign Applicant _____
 Mailing Address _____

 Address of Proposed Sign (if different) _____

 Email _____
 Phone _____

PROPERTY INFORMATION (IF DIFFERENT)

Property Owner _____
 Contact Name _____
 Property Owner Mailing Address _____

 Owner Email _____
 Owner Phone _____
 Tax Parcel # _____
 Owner Signature _____

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

NEW SIGNS

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

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

What will the sign be made of? Materials _____

What is the sign's color scheme? Colors _____

Will the sign be illuminated? Yes___ No___ Internal lighting? Yes___ No___ External lighting? Yes___ No___

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

REQUIRED ITEMS TO INCLUDE WITH APPLICATION & BRING TO THE DRB MEETING:

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

APPLICATION FEE There is a \$50.00 fee for processing this application. You may pay by cash, credit card, or check (payable to the City of Holland) at the Downtown Holland office, 150 West 8th Street, Holland, MI 49423. Non-profit organizations are exempt.

\$50.00 Application Fee Check _____ Credit Card _____ Cash _____

Signature _____ Date _____