

Gaylord Regional Airport Sign and Wings over Northern Michigan Airshow Booth Policy

It is the policy of the Gaylord Regional Airport and Otsego County to limit signs on the Airport property to event advertising and to certain other signs as provided in this policy.

No more than two (2) temporary signs at any given time shall be permitted for temporary events that involve a directional component. Temporary signs that do not have a directional component shall be limited to one (1) sign.

Airport property may be used by private parties for the display of signs only as explicitly allowed by this Policy. All other private use of Airport property, for display of signs, is prohibited. Any unauthorized signs posted on Airport property may be summarily removed by Otsego County as a trespass and a public nuisance.

No signage shall be placed that projects an offensive message, displays an offensive image, contains offensive language, promotes a commercial activity or organization that is outside the scope of the Policy, incites hatred or aggression in any form, and is unlawful under any local, state or federal law.

EVENT ADVERTISING: Temporary signs advertising an event organized by a government agency or non-profit.

1. Temporary event advertising signs shall be allowed at the corner of Van Tyle and Dickerson and at all Airport property immediately abutting public roads up to two (2) days prior to the event.
2. A maximum of two (2) temporary signs for a single event are allowed on the Airport property with a maximum size of 24”h x 36”w provided that no such sign is placed within the public right-of-way or on any utility pole. No sign permit is required, but a request must be approved by the Airport Manager. All signs must be removed within twenty-four (24) hours following the event. Failure to remove signage within twenty-four (24) hours following the event will result in the signs being removed and impounded by Otsego County.

REAL ESTATE SIGNS: Real Estate Signs are subject to the following:

1. Temporary Real Estate Directional Signs for open house advertising, shall be allowed at the corner of Van Tyle and Dickerson and at all Airport property immediately abutting public roads up to two (2) days prior to the event.

A maximum of two (2) temporary Real Estate Directional Signs are allowed on the Airport property per open house event at any given time with a size not to exceed 18”h x 24”w provided that no such sign is placed within the public right-of-way or on any utility pole. No sign permit is required, but a request must be approved by the Airport Manager.

2. Temporary Real Estate Directional Signs for open house advertising shall not be placed

for more than three (3) consecutive days to reflect the limited nature of the duration of open house events. Failure to remove the signs will result in the signs being removed and impounded by Otsego County.

3. No temporary Real Estate Directional Signs shall be allowed on Airport property during the Wings over Northern Michigan Airshow and for fourteen (14) days prior to the beginning of the Airshow so as to permit the placement of directional and other informational signage related to the Airshow.

GARAGE SALE SIGNS: A temporary sign or poster used for the primary purpose of directing attention to an individual or group sale of used goods and products at a private dwelling in a residential area for a limited period of time. Garage Sale Signs are subject to the following:

1. Temporary Garage Sale Signs shall be allowed at the corner of Van Tyle and Dickerson and at all Airport property immediately abutting public roads up to two (2) days prior to the event.
2. A maximum of two (2) temporary Garage Sale Signs for one event are allowed on the Airport property at any given time with a size not to exceed 18”h x 24”w provided that no such sign is placed within the public right-of-way or on any utility pole. No sign permit is required, but a request must be approved by the Airport Manager.
3. Garage Sale Signs shall not be placed for more than three (3) consecutive days to reflect the limited nature of the duration of garage sales. Failure to remove the signs will result in the signs being removed and impounded by Otsego County.
3. No temporary Garage Sale Signs shall be allowed on Airport property during the Wings over Northern Michigan Airshow and for fourteen (14) days prior to the beginning of the Airshow so as to permit the placement of directional and other informational signage related to the Airshow.

AIRPORT CONSTRUCTION SIGNS: Temporary signs advertising a company currently conducting construction or other similar work at the Airport.

1. Airport Construction Signs advertising the businesses engaged in construction work at the Airport shall be allowed at the corner of Van Tyle and Dickerson and at all Airport property immediately abutting public roads only during the construction period.
2. A maximum of one (1) Airport Construction Sign shall be allowed for each business with a size not to exceed 18”h x 24”w provided that no such sign is placed within the public right-of-way or any utility pole. No sign permit is required, but a request must be approved by the Airport Manager. Failure to remove the sign within twenty-four (24) hours following conclusion of construction will result in the sign being removed and impounded by Otsego County.
3. No such Airport Construction Signs shall be allowed on Airport property during the Wings over Northern Michigan Airshow and for fourteen (14) days prior to the beginning of the Airshow so as to permit the placement of directional and other informational signage related to the Airshow.

AIRPORT BUSINESS SIGNS: Permanent signs advertising commercial businesses operating

at the Gaylord Regional Airport.

1. A maximum of one (1) permanent sign per commercial business operating at the Gaylord Regional Airport shall be permitted with a sign not to exceed a size of 3'h x 4'w. Style and location must be approved by the Airport Manager to ensure that they meet with the ascetics of the Airport and do not interfere with operations.

WINGS OVER NORTHERN MICHIGAN AIRSHOW SIGNS: Signs placed by Otsego County officials as part of the Wings over Northern Michigan Airshow.

1. The Gaylord Regional Airport Manager may dictate the location, size, and duration of signs utilized as part of the Wings over Northern Michigan Airshow organized annually by Otsego County provided the Airport Manager treats signage of similar nature equally.
2. There shall be no restriction on the content of banners placed on the Airport fence line provided they meet all requirements of sponsorship levels as required by the event organizers. However, no sign or banner shall be placed anywhere on the Airport property which communicated an offensive message, displays an offensive image, contains offensive language, promotes a commercial activity or organization not related to the event or which fails to meet the sponsorship requirements established by the event organizers, incites hatred or aggression in any form, and is unlawful under any local, state or federal law.
3. The Airport Manager shall determine the maximum size of fence line banners, provided they are all treated equally, based on area availability.
4. The Airport Manager shall dictate the duration that fence line banners may be placed, provided they are all treated equally.

WINGS OVER NORTHERN MICHIGAN AIRSHOW BOOTHS: Booths related to the Wings over Northern Michigan annual airshow.

1. Booths shall be allowed at the Airshow at the location and price established by the Airport Manager.
2. The maximum size of booth advertising shall be established by the Airport Manager.
3. Booths that provide a direct benefit, as their primary purpose, to the Airshow, such as providing food to visitors to the Airshow, shall be given preference.
4. The Airport Manager shall have the authority to reject or refuse any booth at the Airshow which, in the Airport Manager's sole discretion would be detrimental to and/or negatively impact and affect the Airshow.
5. Booths shall not have advertising that communicates an offensive message, displays an offensive image, contains offensive language, promotes a commercial activity or organization not related to the Airshow, incites hatred or aggression in any form, and is unlawful under any local, state or federal law.