



PLANNING COMMISSION

January 16, 2014

A regular meeting of the City of Petoskey Planning Commission was held in the City Hall Community Room, Petoskey, Michigan, on Thursday, January 16, 2014. Roll was called at 7:00 P.M. and the following were:

Present: Gary Greenwell, Chairperson
Dana Andrews
Dean D. Burns
James Holmes
Rick Neumann
Cynthia Linn Robson
Eric Yetter

Absent: Elizabeth Looze
Emily Meyerson

Staff: Amy Tweeten, City Planner

Others Present: Bob Jess, Charlevoix

Upon motion and support, the minutes of the December 19, 2013 meeting were approved with commissioner Andrews abstaining.

**PUD Sign Plan Amendment Request for
Crestview Commons, 1305 Spring Street**

Staff gave an overview of the history of the PUD sign plan amendment and provided information on the request as it compares to the B3-A Resort Commercial District sign allowances which is the zoning district adjacent to the PUD.

Bob Jess, Agree Realty representative, described the Hobby Lobby business.

Commissioners then questioned whether it was appropriate to use the B3-A District as a comparison given the smaller buildings relative to the proposed Hobby Lobby, whether placing a sign on the north side would encourage additional signs on this wall, placement of the sign on the west side and whether moving this further north would address the need for signage at Spring Street and Sheridan and asked about the history of the PUD approval.

Commissioner Burns explained that much thought had gone into the sign proportions as part of the original PUD, that the mall is attractive and that increasing sign sizes would cheapen the mall.

Commissioners commented that signs were not appropriate on Sheridan Street as this was more of a residential street, that increasing sign sizes was contrary to what the Commission was trying to accomplish, that the point of a PUD is to make a special place, that the proportions of the PUD

should be maintained, that the proposed increase was very significant as it would take the total sign area from 255 square feet to 451.7 square feet, which would result in other tenants wanting larger signs and the intent of the PUD would eventually be lost, that traffic at the mall is not a product of sign size, that orange letters at the approved size will be visible, and that Hobby Lobby is destination business that people will be able to find.

Staff stated that several tenants have commented on wanting more signage.

Mr. Jess noted that the proposed signs are not out of proportion to the wall size, that a sign on the north wall was needed to attract south-bound traffic on Spring Street, that the business needs to attract visitors that may not know it is there, and that the mall has to compete with the commercial space south of the City.

Commissioners suggested moving the sign on the west wall further north to be more visible at the intersection.

At this time, commissioner Burns made a motion with support from commissioner Robson to deny the request to amend the PUD Sign Plan. The motion carried 7-0.

Master Plan Five-Year Review

Staff gave an overview of the review requirement and stated that items such as Census data and other numbers, as well as the transportation chapter needed updating, but that likely the goals and objectives were still valid as only five years had transpired since the plan was adopted for which there was significant public outreach. Staff can update the numbers, but the Commission should review the goals, objectives and actions.

Discussion by commissioners on level of outreach and that the update should be efficient to not take all the time away from ordinance updates. The Commission agreed to a goal of reviewing two chapters at a time, Chapters 1 Issues and Opportunities and Chapter 2, Historic, Cultural and Natural Resources will be on the agenda after the public workshop on February 13 and will carry over to the regular meeting on February 20th.

Public Art Discussion

Staff reviewed the various options for reviewing public art, from only reviewing art on public property to reviewing any art visible from public space and noted that most northern Michigan communities take a hands-off approach to art on private property.

Commissioners commented on the importance of maintaining standards in a resort community, that art on public property or with public funding should be reviewed, but private property should not, that art can add to clutter, that murals without a commercial message or association should not be regulated, at what point is art in the public realm, and what would be an appropriate body to review public art.

At 8:30 p.m. the fire alarm went off and the meeting was adjourned.

Minutes reviewed and approved by Gary Greenwell, Chairperson.