



Notice City Commission Study Session

7:00 PM

Monday, February 8, 2016

Governmental Center, Commission Chambers, 400 Boardman Avenue
Traverse City, MI 49684

Posted and Published: 02-04-2016

The meeting informational packet is available for public inspection at the Traverse Area District Library, Law Enforcement Center, City Manager's Office, and City Clerk's Office.

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At the request of City Manager Marty Colburn, City Clerk Benjamin Marentette has called this Study Session.

City Commission:

c/o Benjamin C. Marentette, MMC, City Clerk
(231) 922-4480

Email: tcclerk@traversecitymi.gov

Web: www.traversecitymi.gov

400 Boardman Avenue

Traverse City, MI 49684

The mission of the Traverse City City Commission is to guide the preservation and development of the City's infrastructure, services, and planning based on extensive participation by its citizens coupled with the expertise of the city's staff. The Commission will both lead and serve Traverse City in developing a vision for sustainability and the future that is rooted in the hopes and input of its citizens and organizations, as well as cooperation from surrounding units of government.

Welcome to the Traverse City Study Session!

Any interested person or group may address the City Commission on any agenda item when recognized by the presiding officer or upon request of any commissioner. Also, any interested person or group may address the City Commission on any matter of City concern not on the Agenda during the agenda item designated Public comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than five minutes unless otherwise explained by the presiding officer, subject to appeal by the Commission.

Agenda

Pledge of Allegiance

Roll Call

1. Review and discuss report regarding running, blinking, and rotating lights on marquees. (Marty Colburn, Russell Soyring)
2. Discussion regarding establishment of a Tax Increment Financing Plan. (Marty Colburn, Rob Bacigalupi)
3. Announcements from the City Clerk. (Benjamin Marentette)
4. Public comment.
5. Adjournment.



The City of Traverse City

Communication to the City Commission

FOR THE CITY COMMISSION MEETING OF FEBRUARY 8, 2016

DATE: FEBRUARY 5, 2016

FROM: *for* MARTY COLBURN, CITY MANAGER

Bill

SUBJECT: FEBRUARY 8 STUDY SESSION

This memo covers the items on the February 8 Study Session agenda.

1. Review and discuss report regarding running, blinking, and rotating lights on marquees.

At the January 4, 2016, Regular Meeting, the City Commission asked that staff present a report at the February 8 Study Session regarding Commissioner Howe's request for an ordinance amendment which would allow running/blinking lights on the marquee at the *Bijou by the Bay*. Attached is a report from City Planning Director Russ Soyring. At the meeting on Monday night, it would be helpful to have feedback/direction from the City Commission on this matter.

2. Discussion regarding establishment of a Tax Increment Financing Plan.

As many of you know, Tax Increment Financing Plan 2, or TIF 2, expires this year. Attached is a memo from Downtown Development Authority Executive Director Rob Bacigalupi, regarding plans for outreach, etc., with respect to creating a new plan. Mr. Bacigalupi and Downtown Development Authority Board of Trustees Chairman Chuck Judson, will be in attendance at the meeting Monday night to make a presentation and answer questions.

MC/bcm

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copy: Rob Bacigalupi, Downtown Development Authority Executive Director
Russ Soyring, City Planning Director

Memorandum

The City of Traverse City
Planning Department



TO: MARTY COLBURN, CITY MANAGER

FROM: RUSS SOYRING, PLANNING DIRECTOR *Russ Soyring MA*

SUBJECT: BLINKING OR RUNNING LIGHTS FOR MARQUEE SIGNS

DATE: FEBRUARY 1, 2016

The Traverse City Sign Ordinance defines Marquee signs as a “sign depicted upon, attached to or supported by a marquee a permanently roofed structure attached to and supported by a building and projecting from the building”. Marquee signs are classified as a Projecting or Suspended signs but may exceed the size limits for such signs.



The current restrictions for Projecting and Suspended signs are as follows:

- A. Shall not project over the building’s roofline.
- B. May project over public property only with the public property owner’s permission.



- C. May be exempted from the maximum sign area requirements by the Zoning Administrator for theater marquees in cases where necessary copy and standard changeable letter sizes clearly necessitate such an exception.
- D. The owner of the sign projecting over City property shall provide comprehensive general liability insurance in an amount determined by the City Clerk. Proof of insurance shall be submitted upon application for a sign permit, shall name the City as an additional insured, and shall provide no less than 30 day advance notification of cancellation to the City.
- E. Shall not be internally illuminated, except for signs made of metal with individual routed letters or logos.

On September 23, 2013 the City Commission authorized staff to approve the sign permit application from the Traverse City Film Festival for the Bijou by the Bay marquee sign at Clinch Park. Subsequently, a request from the Film Festival for blinking or running lights on the marquee was denied by the Board of Zoning Appeals. Last summer, the City Commission authorized the marquee to have running or blinking lights during last summer's Traverse City Film Festival.

Blinking lights or running lights on signs are prohibited within the City. Please note, the State Theatre sign is allowed as a legal non-conforming sign. If that sign was removed or destroyed it could not be re-erected.

If the City Commission is in favor of allowing blinking or running lights for marquee signs I would recommend that standards be put in place to restrict such signs to movie and live theatres. I would also recommend that marquee signs be limited geographically to places within the community that have a rich diversity of entertainment uses, such as downtown Traverse City.



To: Martin Colburn, City Manager

From: Rob Bacigalupi, Executive Director

RMB

Re: Replacement of TIF 2 Plan

Date: Wednesday, February 3, 2016

Attached is a draft schedule laying out a schedule of replacing TIF 2. As you recall, last year, the City Commission expressed an interest in letting TIF 2 expire, but replacing it with a new plan - essentially "resetting the base." This route fulfills the commitment that the TIF 2 plan would expire, allowing taxing authorities like the County, Library, BATA, NMC, City and more, to reap the benefits of the DDA and City's efforts in Old Town.

Since it has been seven months since we reported to the City Commission, and because we have some new City Commissioners, DDA Chairperson Judson and I plan on giving a brief update to the City Commission at their Study Session on February 8th.

TIF 2 Replacement Schedule

A New Vision for Old Town

PREPLANNING

October 28, 2015 Meeting with Taxing Authorities

DATA COLLECTION

Second week of February Meet with DPS and Engineering to establish baseline projects
Third week of February Send out baseline list to other department heads for review
First week of April Downtown market analysis complete, possibly with recommended strategies for the Old Town area

DEVELOP NEW PLAN

April 2016 City Commission reestablishes Development Area Citizens Council
May 16-20, 2016 Eighth Street Charrette - part of the former TIF 2 area will be included in this project
Week of June 6 Convene stakeholders in Old Town area to discuss plans to date and seek input for possible use of TIF
June 17, 2016 DDA Board reviews new vision for Old Town and outline for new plan
Week of June 20 Development Area Citizens Council reviews vision for Old Town and outline of new plan
July 11, 2016 City Commission study session on new vision for Old Town
July 2016 Draft plan and submit for legal review
August 19, 2016 DDA Board recommends new plan

APPROVE NEW PLAN

September 6, 2016 City Commission sets public hearing
October 3, 2016 City Commission holds public hearing and considers adoption of the new plan