

CITY OF CHARLEVOIX
210 STATE ST. CHARLEVOIX, MICH. 49720
PLANNING COMMISSION PUBLIC MEETING AGENDA

MONDAY, FEBRUARY 12, 2018 AT 6:00 PM in the City Council Chambers, 210 State Street, Charlevoix, MI

- A. Call to Order/Pledge of Allegiance
- B. Roll Call
 - 1. Staff Update
- C. Inquiry into Potential Conflicts of Interest
- D. Approval of Agenda
- E. Approval of the Minutes
 - 1. January 8, 2018 Minutes
- F. Call for Public Comment Not Related to Agenda Items
- G. New Business
 - 1. Continue Public Hearing: Zoning Ordinance Amendment: Article 11 Signs
 - 2. Discussion: Boarding Houses
 - 3. Redevelopment Ready Communities Report
 - 4. Meeting ending time
- H. Old Business
- I. Staff Updates
 - 1. Zoning Administrator Interview process update
 - 2. Planning Commissioner general comments
 - 3. Planner Report
- J. Requests For Next Months Agenda or Research Items
- K. Adjournment

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one weeks' notice to the City of Charlevoix. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix Clerk's Office in writing or calling the following: City Clerk, 210 State Street, Charlevoix, MI 49720 (231) 547-3250.

CITY OF CHARLEVOIX

Roll Call

TO: Planning Commission

FROM: Sarah Lucas

SUBJECT: Staff Update

DATE: February 12, 2018

BACKGROUND

See attached memo.

ATTACHMENTS:

▣ Memo

MEMO

February 7, 2018

To: Charlevoix Planning Commission
From: Sarah Lucas, Networks Northwest
Re: Staff update

As you know, Elise Crafts has accepted another position and is no longer employed at Networks Northwest. Kathy Egan has been hired as a community planner for Networks Northwest, and will be working with the City of Charlevoix under the terms of our planning services contract. Kathy brings a wealth of planning and zoning knowledge on board, with many years of experience both as a local (township) staff planner and a former local (village) planning commissioner. We are thrilled to have her join our team and help us move forward with Planning Commission and other City priorities.

Kathy will be attending the February 12 meeting to discuss agenda items requested last month. Due to meeting conflicts, I will be unable to attend, but if you have any questions prior to the meeting, please don't hesitate to contact me at 231-929-5057, or via email at elisecrafts@networksnorthwest.org.

CITY OF CHARLEVOIX

Approval of the Minutes

TO: Planning Commission

FROM: Kathy Egan, Community Planner

SUBJECT: January 8, 2018 Minutes

DATE: February 12, 2018

ATTACHMENTS:

▯ January 8, 2018 Minutes

CITY OF CHARLEVOIX
PLANNING COMMISSION MEETING MINUTES
Monday, January 8, 2018 - 6:00 p.m.
210 State Street, City Hall, Council Chambers, Charlevoix, MI

A. Call to Order

The meeting was called to order at 6:00 p.m. by Chair Chamberlain.

B. Roll Call

Chair: Sherm Chamberlain

Members Present: Judy Clock, Mary Eveleigh, Nelson Fletcher, Toni Felter, Rick Golding, Dennis Halverson, RJ Waddell, Brian Gelb (late)

Members Absent: None

Staff Present: Elise Crafts, Regional Planner Networks Northwest; Larry Sullivan, Interim Zoning Administrator

C. Inquiry into Potential Conflicts of Interest

Chair Chamberlain stated he had a conflict of interest on the proposed Peppervine project as he worked with Carol Amick.

D. Approval of Agenda

The Commission members approved the agenda as presented.

E. Approval of the December 11, 2017 Minutes

Motion by Member Felter, second by Member Eveleigh, to approve the minutes of December 11, 2017 as presented.

Motion passed by unanimous voice vote.

F. Call for Public Comment Not Related to Agenda Items

G. New Business

1. Preliminary Site Condominium Development Plan Review (Peppervine)

a. Staff Presentation

Chair Chamberlain distributed copies of an article from *Planning & Zoning News* that outlined site condominiums and a publication put out by the State of Michigan – *Notice of Intent to Condominiumize* and he summarized the process to create a site condominium. Chair Chamberlain left the dais.

Interim Zoning Administrator Sullivan suggested that the Commission consider a preliminary review of the plan for a 21-unit Single Family Residential Site Condominium Development. He stated that the applicant would need to come up with a legal description for each site as well as a description of the building envelope, resolve utility issues and provide condominium documents. He stated that Public Works Superintendent Elliott indicated that the City does not require curb and gutter and sidewalks on a private street. The property owners would be responsible for snow plowing and any other issues related to the private street maintenance. The City Manager suggested that prior to City Council acting on this plan it should be reviewed by an independent third-party engineering firm.

b. Applicant Presentation

Jim Malewitz, Performance Engineering, commented that Electrical Superintendent Swem was not in favor of putting the electrical utilities behind the lots so he will meet with Mr. Swem to redesign the location of the electrical utilities. He suggested that the Commission could approve the plan subject to the final electrical design approval. Member Fletcher questioned if the project would require any variances and Mr. Malewitz responded no.

c. Public Comments

d. Planning Commission Discussion

Member Waddell questioned the location of the mailboxes and Interim Zoning Administrator Sullivan identified the mailboxes on the plan. Discussion followed regarding condominium association dues, regulations, common area and road maintenance, and the conditions outlined in Staff's recommendations. Interim Zoning Administrator Sullivan stated that all neighbors within 300' were notified and he received three letters from neighbors along with one neighbor (John Hess) who stopped in the office and was "fine with it".

Motion by Member Waddell, second by Member Fletcher, that if the five issues identified by Staff can be satisfied then the Planning Commission approves this plan going to City Council for final approval. Motion passed by unanimous roll call vote, except for Chair Chamberlain who abstained from the vote.

The five issues identified by Staff include the following:

- a. Input from the Public Works Department regarding the utilities and roads;
- b. Determination as to the need for fire hydrants within the development;
- c. Approval of the street and utility design by an independent engineer;
- d. Provisions of a landscaping plan complying with Section 5.81 (5) of the Zoning Ordinance; and
- e. Submission of condominium documents as required by the Michigan Condominium Act with a review and recommendation of approval from the City Attorney.

2. Public Hearing: Proposed General Ordinance and Signage Amendments

Chair Chamberlain returned to the dais. Regional Planner Crafts stated that the City Attorney reviewed the proposed Ordinance and felt that due to the number of cases (about 150) that have been litigated since the 2015 case (*Reed v Town of Gilbert, Arizona*) which they were basing their draft Sign Ordinance amendment on, he would like to take a month to tighten up any gray areas that exist in the draft Ordinance. The City Attorney requested that consideration of the sign ordinance be postponed until the February 12th Planning Commission meeting, and the Commission concurred. Regional Planner Crafts referenced her memo and reviewed the edits proposed by the City Attorney.

The public hearing on the proposed zoning amendments was opened and closed as there were no public present.

New member Brian Gelb joined the meeting at this time, and gave a brief background of his experience.

Motion by Member Felter, second by Member Eveleigh, to accept the proposed zoning amendments with changes as proposed. Motion passed by unanimous roll call vote.

3. Set 2018 Meeting Schedule

Motion by Member Fletcher, second by Member Eveleigh, to change the meeting time of the Planning Commission to 6:00 p.m. of the second Monday of every month for 2018 with a change to the By-Laws to reflect the 6:00 p.m. start time. Motion passed by unanimous roll call vote.

4. Selection of Officers

Motion by Member Waddell, second by Member Fletcher, to retain the current officers of Sherm Chamberlain as Chair and Judy Clock as Vice Chair. Motion passed by unanimous roll call vote, except for Chair Chamberlain and Vice Chair Clock who abstained from the vote.

5. Request to Review Boarding House and Shuffleboard

Chair Chamberlain questioned whether employer-owned housing was considered a boarding house or was it a private owner renting a place to private individuals who work for the owner's company. Discussion followed regarding paved parking requirements for boarding houses. City Manager Heydlauff explained that Council questioned was is it necessary to have a specified parking lot for a boarding house whereas a short-term rental has far more permissive language of "parking sufficient to accommodate the needs of the rental". Regional Planner Crafts stated that she will bring the Commission boarding house regulations from other communities for discussion.

City Manager Heydlauff stated that the City was approached by a donor who was interested in bringing shuffleboard back to downtown if it was something the community was in favor of. He stated the first step in a donation acceptance is consideration by the Planning Commission. Discussion followed regarding the past shuffleboard court in East Park, and other potential locations for a court. The Commission felt that other potential locations such as the golf course, Ferry Beach or Lake Michigan Beach may be more appropriate rather than downtown. City Manager Heydlauff stated that he would relay the Commission's thoughts to the donor.

H. Old Business

I. Staff Updates

1. Solid Waste Ad Hoc Committee

Vice Chair Clock stated that the meeting was scheduled for next week.

Regional Planner Crafts stated that she was resigning from Networks Northwest, but Staff Planner Lucas tentatively hired her replacement.

J. Request for Next Month's Agenda or Research Items

K. Adjournment

Motion by Member Eveleigh, second by Member Clock, to adjourn the meeting. Motion passed by unanimous voice vote.
Meeting adjourned at 7:38 p.m.

Joyce M. Golding/fgm

City Clerk

Sherm Chamberlain

Chair

DRAFT

CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Kathy Egan, Community Planner

SUBJECT: Continue Public Hearing: Zoning Ordinance Amendment: Article 11 Signs

DATE: February 12, 2018

BACKGROUND

This agenda item is a continuation of the Public Hearing from the January 2018 meeting. At that time the Public Hearing was postponed pending a legal review of the draft amendment. That review has been completed and its attached.

ATTACHMENTS:

- ▣ Memo regarding legal review
- ▣ Legal review of draft sign ordinance



To: City of Charlevoix Planning Commission

From: Olson, Bzdok & Howard, P.C.

Date: February 8, 2018

Re: Proposed new Sign Ordinance

Our file no. 5984.00

As requested, we have conducted further review of the U.S. Supreme Court's 2015 case *Reed v Town of Gilbert, Arizona*, which dramatically altered the ways in which municipalities may regulate speech in the form of signage, and additional cases relying on *Reed*. Based upon that research, we have revised the draft sign ordinance to reflect the current First Amendment law on this issue. The following points briefly summarize those revisions:

- 5.101(1)(c): removed reference to Section 5.101(6) as irrelevant.
- 5.101(1)(f): removed language prohibiting signs that may be perceived as directional as content-based regulation. "Temporary directional signs" were the subject of the regulation that the *Reed* court invalidated.
- 5.101(1)(h): removed reference to Banner Program. The program as currently designed discriminates based on the content of the message (i.e., the city Zoning Administrator must make a judgment call that the event advertised creates a benefit to the city). We recommend getting rid of the banner program altogether. If the City wants to keep the program, new provisions should be put in place for a permitting process open to all.
- 5.101(1)(j): removed "flags" and "feathers" because they could be construed as being a type of speech typically affiliated with certain kinds of groups or messages, which would make it a content-based restriction. Removed the reference to banners for the reasons above.
- 5.101(1)(k): removed "billboard highway advertising signs" as a content-based restriction because it is open to an interpretation that billboards which are not advertising are permitted. We recommend either prohibiting "billboards" generally or authorizing billboards under 5.103 with additional provisions regulating size, lighting, etc.
- 5.101(2)(b): removed "or pursuant to the authorization of" because it could be construed to include anyone who gets a permit.
- 5.101(2)(d): removed "non-commercial" as content-based regulation.

- 5.101(2)(e): removed because it could potentially be read to prohibit things that were not intended to be prohibited, and architectural features and works of art are different than “signs” anyway. Further, art and architecture are forms of expression that may carry their own First Amendment implications.
- 5.101(5)(c)(viii): changed language regarding cost of repairs to authorize removal by the city if the unsafe sign is in imminent danger of collapse causing injury or damage to persons or property. We don’t think cost should be the determining factor in whether the city addresses the unsafe condition; rather, the threat to safety should control.
- 5.102(1)(a): revised language for clarity.
- 5.102(1)(b): removed language about holiday displays. This is clear content-based regulation.
- 5.102(2)(c): removed last clause about vantage points. We think the remaining language is clearer. Consider whether overall dimension limits, etc. should be revised to reflect that the sign face area is cumulative as currently written.
- 5.103(6): Again, removed temporary banner sign provisions. This is content-based.
- 5.103(6): removed “commercial” qualifier from flag dimension provisions as underinclusive.
- 5.108(1)(c): removed based upon recommendation to discontinue banner program.
- 5.112(1)(c): removed reference to banner program.
- 5.114(1)(c): added language (parallel to Sections 5.109 and 5.11) concerning neon signs. References elsewhere indicated neon signs were intended to be permitted in CH district.
- All additional references to the banner program were removed.

We hope you find this information useful to your consideration of the new sign ordinance. Please let us know if we can provide further advice on this matter.

CITY OF CHARLEVOIX ZONING ORDINANCE PROPOSED NEW SIGN ORDINANCE JANUARY 8, 2018 PUBLIC HEARING

ARTICLE 11 SIGNS

5.100. Purpose

The purpose of this article is to regulate signs designed to be visible to the public in a manner which does not restrict the content thereof while:

1. Recognizing the mass communications needs of both businesses and other parties.
2. Protecting property values and neighborhood character.
3. Creating a more attractive business climate.
4. Promoting pedestrian and traffic safety by reducing sign distractions, obstructions and other hazards.
5. Promoting pleasing community environmental aesthetics.
6. Discouraging visual competition among businesses.

5.101. General Provisions

(1) Prohibited Signs

The following signs shall not be allowed in any zoning district:

- a. Signs that are not consistent with the standards of this chapter.
- b. Signs that are not clean i.e. are covered with materials that obscure the message, in whole or in part. Signs that are not in good repair, i.e. having broken foundation, base or support structures, lighting fixtures, etc., and/or having a faded appearance.
- c. Signs that are structurally unsafe and/or dangerous, i.e. in a state of disrepair or being designed and/or constructed so as to pose a likely threat of total or partial collapse. See *Section 5.101(5)* and *Section 5.101(6)*.
- d. Signs that are not securely affixed to a substantial structure that will hold the sign in a fixed position under normal weather conditions.
- e. Signs that are attached to any natural growth, such as trees, shrubs or other natural foliage.
- ~~f. Signs, which by reason of their location, shape, size or color appear to regulate, warn or direct the movement of traffic on public thoroughfares or interfere with or resemble an official traffic sign, signal or device.~~
- ~~g.f.~~ Signs other than official utility company signs affixed to power utility poles or other utility structures or fixtures.

- ~~h.g.~~ Signs located so as to interfere with the view necessary for motorists to proceed safely through intersections or to enter onto or exit from public streets or private roads. (See Section 5.62.)
- ~~h.h.~~ Signs in public rights-of-way other than those allowed by the ~~City Highway Banner Program and~~ State of Michigan TODS program.
- ~~h.i.~~ External neon signs other than in the GC, CBD, or CH Districts.
- ~~h.j.~~ All types of ~~flags, feathers, banners (except those authorized under Section 5.101(2)(d) and Section 5.103(7)),~~ pennants, streamers and airborne devices attached to the ground or buildings. ~~("Over Highway Banners" are allowed only by the City Highway Banner Program by permit from the City Manager and MDOT.)~~
- ~~h.k.~~ Billboards ~~highway advertising signs.~~
- ~~h.l.~~ Internally lighted signs.
- ~~h.m.~~ Off-premises signs.
- ~~h.n.~~ Roof signs.
- ~~h.o.~~ Signs containing an electronic sign face other than allowed by Section 5.104(1).

(2) Signs Authorized Without a Sign Permit

The following signs are authorized in any district without a Sign Permit and are not included towards the maximum number of signs allowed on a parcel, but shall conform to the applicable requirements of this chapter and the applicable building codes.

- a. Signs posted on private property less than or equal to one ~~(1)~~ square foot in sign face area.
- b. Signs erected by, on behalf of, ~~or pursuant to the authorization of~~ a governmental body ~~for purposes of protecting the public health, safety, and welfare.~~
- c. Official signs erected by public utilities.
- d. ~~Non-commercial~~ ~~f~~lags or insignia.
- ~~e. Integral decorative or architectural features of buildings or works of art, so long as such features or works do not contain letters, trademarks, moving parts or lights.~~
- ~~f.e.~~ Any sign located wholly within a building and not visible from outside the building.
- ~~g.f.~~ Window signs located on the interior of a building. Window signs located on the exterior of a building are considered wall signs and are subject to all applicable regulations.
- ~~h.g.~~ Public signs or signs sanctioned by a public body on public land are not subject to this chapter.

Comment [RM1]: This seems way too small to really allow for anything. Consider upwards revision to 4 sq ft?

(3) Permit Required for Signs

- a. Except as otherwise provided in this chapter, no sign may be constructed, erected, moved, enlarged, illuminated or otherwise altered unless a sign permit has been issued in accordance with the provisions of this chapter. Repainting or changing the message of a sign ~~is not shall not~~ in and of itself ~~be~~ considered an alteration.

- b. Application for a sign permit shall be submitted to the zoning administrator on appropriate forms supplied by her/his office. Said application shall contain the following information:
 - i. Name, address, and telephone number of the applicant.
 - ii. Written permission of property owner on whose property the sign will be located (if the applicant is not the property owner).
 - iii. Type of sign as defined by this chapter.
 - iv. Scaled drawing showing sign size, height, type of support (if applicable), zoning district in which the sign will be located, location of sign on property including front and side yard setback distances and any other information required herein.
 - v. Street address of the property upon which the sign will be located.
 - vi. The name of the sign contractor, who shall erect the sign and/or sign structure.
- c. No permit shall be issued for the erection of any sign or signs until such sign(s) have been reviewed and approved by the zoning administrator and without first having paid a permit fee as established by the city council.
- d. Any person aggrieved by a decision of the zoning administrator may appeal that decision to the zoning board of appeals.

(4) Signs in Public Rights-of-Way

All signs in the US 31 and M 66 Highway Rights of Way are jointly regulated by the City of Charlevoix and Michigan Department of Transportation (MDOT) at locations approved by and installed in accord with the State of Michigan TODS program.

(5) Unsafe Signs

- a. No person, corporation, business organization or other legal entity shall own or maintain any sign or advertising device that is structurally unsafe. For purposes of this section, the term "structurally unsafe" shall mean being in a state of disrepair or being designed and/or constructed so as to pose a likely threat of a total or partial collapse.
- b. The zoning administrator and/or other officials designated by the zoning administrator shall have the right to inspect signs and advertising devices to determine whether they are structurally unsafe. The zoning administrator and/or other officials designated by the zoning administrator may exercise this right of inspection by consent of the owner of the sign or advertising device and the owner of the property on which the sign or advertising device is located or by administrative search warrant.
- c. If the zoning administrator finds that a sign or advertising device is structurally unsafe, he or she shall serve on the owner of the sign or advertising device and the owner of the property on which the sign or advertising device is located a written notice, which specifies all of the following:
 - i. The location of the sign or advertising device that is structurally unsafe.
 - ii. The nature of the unsafe condition.

Comment [RM2]: Is this intended to be something different than the "dangerous sign or advertising device" that is discussed in the nuisance ordinance? If so, "unsafe sign" should be changed to "dangerous sign or advertising device" throughout. If not, the language should be consistent across both ordinances. If "unsafe signs" are different than "dangerous signs" we might want to mention in this part of the ordinance the dangerous sign provisions.

- iii. The date, no less than twenty (20) days after the written notice was served, before which the owner of the sign or advertising device or the owner of the property on which the sign or advertising device is located shall remedy the unsafe condition.
- iv. A statement that if the owner of the sign or advertising device or the owner of the property on which the sign or advertising device is located fails to remedy the unsafe condition within the time specified in the written notice, the city may enter onto the property to remedy the unsafe condition and charge the costs of such action, including reasonable attorney fees, to the owner of the sign or advertising device and/or the owner of the property on which the sign or advertising device is located.
- v. A statement that the owner of the sign or advertising device and the owner of the property on which the sign or advertising device is located has the right before the expiration of the deadline contained in the written notice to request a hearing before the city council regarding whether the sign or advertising device is structurally unsafe.
- vi. The service required by this subsection shall be personal service or service by certified mail, restricted delivery, return receipt requested. For purposes of this section, the phrase "remedy the unsafe condition" shall mean repairing the sign or advertising device so that it does not pose a serious threat of a total or partial collapse or removing the sign or advertising device from the property.
- vii. If the owner of the sign or advertising device or the owner of the property on which the sign or advertising device is located requests a hearing before the city council as provided in this section, the city shall take no action to remedy the unsafe condition until, after notice and hearing, the city council finds that the sign or advertising device is structurally unsafe. A notice of the time, date and place of the hearing before the city council shall be served on the owner of the sign or advertising device and on the owner of the property on which the sign or advertising device is located no less than fourteen (14) days before the scheduled hearing. The service of this notice may be made by first class mail. The owner of the sign or advertising device or the owner of the property on which the sign or advertising device is located may appeal an adverse decision by city council to the circuit court as provided by law.
- ~~viii.~~ In exercising its right under this section to remedy the unsafe condition, either with or without a hearing before the city council, the city shall remove the sign or advertising device from the property if the unsafe sign is in imminent danger of collapse causing injury or damage to persons or property. repairs necessary to remedy the unsafe condition exceed fifty (50) percent of the value of the sign or advertising device.

Comment [RM3]: I note this is different than the procedures outlined in the nuisance ordinance. It's fine if they are different, but it may be more streamlined to have the same process.

~~ix.viii.~~ The costs of remedying and/or removing the unsafe condition shall be collected by the city from the owner of the sign or advertising device or the owner of the property on which the sign or advertising device is located.

(6) Nonconforming Signs

- a. Subject to the remaining restrictions of this Section, nonconforming signs that were otherwise lawful on the effective date of this chapter may be continued, repaired and maintained as is necessary to keep in a sound condition.
- b. No person may engage in any activity that causes an increase in the extent of nonconformity of a nonconforming sign. In addition, no person may add illumination.
- c. A nonconforming sign may not be moved or replaced except to bring the sign into greater conformity with this chapter.
- d. If a nonconforming sign is destroyed to the extent it is impractical to be restored using a majority of its existing major components, it may not thereafter be repaired, reconstructed or replaced except in conformity with all the provisions of this chapter, and the remnants of the former sign structure shall be cleared from the land.
- e. The message of a nonconforming sign may be changed so long as this does not create any new non-conformity.

5.102. Sign Standards for All Signs

(1) Number and Placement Requirements

- a. ~~For the purpose of determining the number of signs where graphic material is displayed in a random manner without an organized relationship of elements, each element shall be considered a single sign. A number of small signs randomly placed on a wall cannot be construed to be a single sign. A number of small signs with organized elements or cohesive design may be construed as a single sign. Where graphic material is displayed in a random manner without an organized relationship of elements, each element may be considered a single sign.~~
- b. No sign may extend above any parapet or be placed upon any roof surface, except that for purposes of this chapter, roof surfaces constructed at an angle of seventy-five (75) degrees or more from horizontal shall be regarded as wall space. ~~This subsection shall not apply to displays, including lighting, erected in connection with the observation of holidays on the roofs of residential structures.~~

(2) Computation of Sign Face Area

- a. The sign face area of a sign shall be computed by including the entire area within a single, continuous perimeter of a circle, triangle, rectangle or parallelogram enclosing the extreme limits of the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework

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- or bracing that is clearly incidental to the display itself.
- b. If the sign consists of more than one (1) section or module, all of the area, including that between sections or modules, shall be included in the computation of the sign face area.

- c. Subject to the provisions of *Section 5.103 (3)* the sign face area of two-sided, multi-sided or three-dimensional signs shall be computed by including the total of all sides designed to attract attention or communicate information, ~~that can be seen at any one time by a person from one vantage point.~~

(3) Sign Height

- a. The height of a sign shall be measured vertically from the ground level to the top of the sign, unless otherwise specified.

(4) Illumination and Lighting

- a. All electrical wiring to a sign shall be placed underground when applicable.
- b. Signs must be lighted indirectly and not internally. Indirect lighting shall be directed either downward or upward onto the sign face and shielded so that it illuminates only the sign face and does not shine directly into a public right-of-way or residential premises.
- c. Signs may be illuminated using a high intensity reflective surface or lettering.
- d. No sign may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity.
- e. External neon signs no larger than two (2) square feet in sign face area are allowed in the GC (General Commercial), CBD (Central Business District), and CH (Commercial Hospitality) zoning districts only.

(5) Sign Materials

- a. Signs shall be constructed of durable materials.
- b. Natural or natural-like materials are encouraged. Earth tone colors are to be encouraged.
- c. It is recommended that the sign be constructed of materials compatible with the existing structure.

5.103. Sign Standards for Specific Signs

(1) Ground Signs

- a. No part of a ground sign may exceed a height of sixteen (16) feet, measured from ground level.
- b. No part of a ground sign may be closer than four (4) feet to the right-of-way line.

(2) Two-sided Signs

- a. A two-sided or multi-sided sign shall be regarded as one (1) sign so long as the interior angle of a "V" type sign does not exceed thirty (30) degrees and the two (2) side are at no point separated by a distance that exceeds five (5) feet; and the distance between the backs of each face of a double-faced (back-to-back) sign does not exceed three (3) feet.

(3) Wall Signs

- a. No wall sign attached to a building may project more than twelve (12) inches from the building wall. In those instances where a wall sign is affixed to the wall

of the structure which lies on a right-of-way line, the bottom of the wall sign may be no closer than eight (8) feet from the ground. In all other instances, see Section 5.115 for height requirements.

(4) Projecting Signs

- a. Projecting signs located above a public right-of-way shall be located at least nine (9) feet from ground level, measured vertically from ground level to the bottom of the sign.
- b. Projecting signs located above an alley shall be located at least sixteen (16) feet above ground level, measured vertically from ground level to the bottom of the sign.
- c. No part of a projecting sign may extend more than eight (8) feet over private property or a public right-of-way.

(5) Awning, Canopy, Marquee Signs

- a. Except for awning, canopy, and marquee signs hanging entirely over private property, no part of an awning sign may be closer than eight (8) feet from ground level.

~~(6) Temporary Banner Signs~~

- ~~a. Temporary banners in conjunction with a one-time event are only allowed in two (2) specific locations within the city, adjacent to the city golf course and near the intersection of M-66 and US-31. Banners do not require a sign permit and may only be placed in those locations, by non-profit or for-profit businesses or entities, after the Zoning Administrator determines that these events will provide a substantial benefit to the City of Charlevoix and the event will not create any unfair competition among local businesses. Temporary banners may be erected not more than two (2) weeks before the event and must be removed within two (2) days after the event.~~

~~(7)~~(6) Flags

- a. ~~F~~Commercial flags shall be a maximum of fifteen (15) square feet and shall be located so as to not interfere with pedestrian activity.

~~(8)~~(7) Sandwich Board Signs

- a. Shall be not more than forty-eight (48) inches in height and thirty (30) inches in width, and cannot exceed six (6) square feet in sign face area;
- b. Shall be located on private property;
- c. Shall not block pedestrian access;
- d. Shall be constructed of durable materials and be clearly portable in terms of size, weight and placement; and
- e. Shall only be displayed between the hours of 7:00 a.m. and 12:00 a.m.
- f. Shall use chalkboards or whiteboards for their signage area.
- g. Shall not utilize changeable lettering for their messaging

5.104. Sign Standards for Specific Land Use**(1) Automobile Gasoline Service Stations**

- a. In addition to the signs allowed by *Section 5.115*, automobile gasoline service stations, including any business selling gasoline, may display one (1) other sign with a sign face area not to exceed eighteen (18) square feet. For purposes of this subsection, the sign may be an electronic sign face. Signs on pump canopies may be considered secondary to a station's primary sign should the primary sign, for example be a ground sign. See *Section 5.105* for all dimensional requirements.
- b. On-premise signs displayed over individual entrances or service bays shall be permitted. Not more than one (1) such sign per bay shall be permitted and each sign shall not exceed four (4) square feet in total sign face area. See *Section 5.105* for all dimensional requirements.

(2) Major Home Occupations

- a. Major home occupations may have one (1) wall sign no larger than four (4) square feet. See *Section 5.105* for all dimensional requirements.

(3) Multi-tenant Business Center

- a. Notwithstanding the requirements of *Section 5.115* In the case of a shopping center or other integrated group of stores or commercial buildings, one (1) ground sign may be erected per street frontage. The maximum area for such a sign face shall be equal to twenty (20) square feet one of sign face area for each business, or sixty (60) square feet, whichever is less. See *Section 5.105* for all dimensional requirements.

5.105. Schedule of Regulations for Specific Land Use

Table 5.105 Schedule of Regulations for Specific Land Use						
Land Use	Sign Type Allowed	Sign Face Area	Height	Number	Location	Permit Required?
Major Home Occupations	Wall	Max 4 sf	Max 8 ft	Max 1 per parcel	First floor of building	Yes
Business Center	Ground	See <i>Section 5.104(3)</i>	Max 16 ft	See <i>Section 5.104(3)</i>	Min set back 4 ft from ROW	Yes
Automobile Gasoline Service	Electronic	Max 18 sf	Max 16 ft	See <i>Section 5.104(1)</i>	Min set back 4 ft from ROW	Yes
	Service Bay	Max 4 sf	Min 8 ft Max 12 ft	Max 1 per service bay	See <i>Section 5.104 (1)</i>	Yes

5.106 R1, R2, R2A, R4, PC, and SR Zoning Districts

The following signs are authorized in the R1 (Residential Low Density), R2 (Residential Medium Density), R2A (Residential Medium Density – Multi Family), R4 (Residential Planned High Density), PC (Residential Private Clubs), and SR (Scenic Reserve) zoning districts. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.
- b. Temporary signs less than or equal to eight (8) square feet in sign face area. Such signs shall be removed within seven (7) days after the activity referenced has concluded.

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. Temporary signs greater than eight (8) square feet in sign face area but not to exceed thirty-six (36) square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise ground sign.

5.107 PUD Zoning District

The following signs are authorized in the PUD (Planned Unit Development) zoning district. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.
- b. Temporary signs less than or equal to sixteen (16) square feet in sign face area. Such signs shall be removed within seven (7) days after the activity referenced has concluded.

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. Temporary signs greater than sixteen (16) square feet in sign face area but not to exceed 36 square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise ground sign.
- c. On-premise projecting sign.
- d. On-premise wall sign.

(3) Mixed-use Planned Unit Development

- a. Except for the signs permitted under *Section 5.107*, no other signs are permitted in residential areas of a PUD zoning district, but are allowed in the commercial areas of a PUD zone district. See *Section 5.115* for all dimensional requirements.

5.108 PF Zoning District

The following signs are authorized in the PF (Public Facilities) zoning District. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.
- b. Temporary signs less than or equal to sixteen (16) square feet in sign face area. Such signs shall be removed within seven (7) days after the activity referenced has concluded.

~~Temporary Banners. See Section 5.103(7).~~

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. Temporary signs greater than sixteen (16) square feet in sign face area but not to exceed 36 square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise ground sign.
- c. On-premise wall sign.

5.109 GC Zoning District

The following signs are authorized in the GC (General Commercial) zoning district. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.
- b. Temporary signs less than or equal to sixteen (16) square feet in sign face area. Such signs shall be removed within seven (7) days after the activity referenced has concluded.
- c. External neon signs no larger than two (2) square feet in sign face area.

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. Temporary signs greater than sixteen (16) square feet in sign face area but not to exceed 36 square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise awning, canopy, or marquee sign.
- c. On-premise ground sign.
- d. On-premise projecting sign.
- e. On-premise wall sign.

5.110 CM Zoning District

The following signs are authorized in the CM (Commercial Mixed Use) zoning district. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.
- b. Temporary signs less than or equal to sixteen (16) square feet in sign face area and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after the activity referenced has concluded.
- c. Portable signs. See *Section 5.103(8)*.

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. On-premise temporary ground signs greater than sixteen (16) square feet in sign face area but not to exceed 36 square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise awning, canopy, or marquee sign.
- c. On-premise ground sign.
- d. On-premise projecting sign.

5.111 CBD Zoning District

The following signs are authorized in the CBD zoning districts. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.
- b. Temporary signs less than or equal to sixteen (16) square feet in sign face area and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after the activity referenced has concluded.
- c. External neon signs no larger than two (2) square feet in sign face area.
- d. One (1) commercial flag per business. See *Section 5.103(7)*.
- e. Portable signs. See *Section 5.103(8)*.

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. Temporary signs greater than sixteen (16) square feet in sign face area but not to exceed 36 square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise awning, canopy, marquee sign.
- c. On-premise ground sign.
- d. On-premise projecting sign.
- e. On-premise wall sign.

5.112 I Zoning District

The following signs are authorized in the I (Industrial) zoning district. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.
- b. Temporary signs less than or equal to sixteen (16) square feet in sign face area and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after the activity referenced has concluded.

~~Temporary Banners. See Section 5.103(7).~~

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. Temporary signs greater than sixteen (16) square feet in sign face area but not to exceed 36 square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise awning, canopy, marquee sign.
- c. On-premise ground sign.
- d. On-premise projecting sign.
- e. On-premise wall sign.

5.113 PO and MC Zoning Districts

The following signs are authorized in the PO (Professional Office) and MC (Marine Commercial) zoning districts. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.
- b. Temporary signs less than or equal to sixteen (16) square feet in sign face area and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after the activity referenced has concluded.

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. Temporary signs greater than sixteen (16) square feet in sign face area but not to exceed 36 square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise awning, canopy, marquee sign.
- c. On-premise ground sign.
- d. On-premise projecting sign.
- e. On-premise wall sign.

5.114 CH Zoning District

The following signs are authorized in the CH (Commercial Hospitality) district. See *Section 5.115* for all dimensional requirements.

(1) Signs Not Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized without a sign permit:

- a. Signs authorized by *Section 5.101(2)*.

- b. Temporary signs less than or equal to sixteen (16) square feet in sign face area and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after the activity referenced has concluded.
- c. External neon signs no larger than two (2) square feet in sign face area.

(2) Signs Requiring a Sign Permit. Subject to any other applicable requirements and permits, the following signs are authorized after issuance of a sign permit:

- a. Temporary signs greater than sixteen (16) square feet in sign face area but not to exceed 36 square feet and less than eight (8) feet in height. Such signs shall be removed within seven (7) days after activity referenced has concluded.
- b. On-premise ground sign.
- c. On-premise projecting sign.
- d. On-premise wall sign.

5.115 Schedule of Regulations

Table 5.115 Schedule of Regulations by Zoning District

Zoning District	Sign Type	Max Sign Face Area	Max Height	Max. Number	Location	Permit Required?
R1, R2, R2A, R4, PC, SR	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 8 sf
	Ground	Max 16 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
PUD	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 16 sf
	Wall	Max 30 sf	Max 8 ft	1/parcel	First floor of building	Yes
	Ground	Max 16 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
	Projecting	Max 16 sf	Min 8 ft Max 12 ft	1/public frontage	Shall not be located in ROW	Yes
PF	Temporary Banner	Max 30 sf	Max 16 ft	n/a	US 31/M-66 intersection only. Shall not be located in ROW	No – Zoning Administrator approval is required
	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 16 sf
	Wall	Max 30 sf	Max 8 ft	1/parcel	First floor of building	Yes
	Ground	Max 16 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes

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Zoning	Sign Type	Max	Max	Max.	Location	Permit Required?
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District		Sign Face Area	Height	Number		
GC	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 8 sf
	Wall	Max 30 sf	Max 8 ft	1/parcel	First floor of building	Yes
	Awning, Canopy, Marquee	Max 16 sf	Max 8 ft	1/awning, canopy, or marquee	Shall not be located in ROW	Yes
	Ground	Max 20 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
	Projecting	Max 16 sf	Min 8 ft Max 12 ft	1/parcel	Shall not be located in ROW	Yes
	External Neon	Max 2 sf	Max 8 ft	1/business	n/a	No
CM	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 16 sf
	Portable	Max 6 sf	Max 4 ft	1/business	No	
	Awning, Canopy, Marquee	Max 16 sf	Max 8 ft	1/awning, canopy, or marquee	Shall not be located in ROW	Yes
	Ground	Max 16 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
	Projecting	Max 16 sf	Min 8 ft Max 12 ft	1/parcel	Shall not be located in ROW	Yes
CBD	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 16 sf
	Wall	Max 30 sf	Max 8 ft	1/parcel	First floor of building	Yes
	Portable	Max 6 sf	Max 4 ft	1/business	No	
	External Neon	Max 2 sf	Max 8 ft	1/business	n/a	No
	Commercial Flag	Max 15 sf	n/a	1/business	Shall not interfere with pedestrians	No
	Awning, Canopy, Marquee	Max 16 sf	Max 8 ft	1/awning, canopy, marquee	Shall not be located in ROW	Yes
	Ground	Max 16 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
	Projecting	Max 16 sf	Min 8 ft Max 12 ft	1/parcel	Shall not be located in ROW	Yes

Zoning District	Sign Type	Max Sign Face Area	Max Height	Max. Number	Location	Permit Required?
CBD Cont.	Awning, Canopy, Marquee	Max 16 sf	Max 8 ft	1/awning, canopy, marquee	Shall not be located in ROW	Yes
	Ground	Max 16 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
	Projecting	Max 16 sf	Min 8 ft Max 12 ft	1/parcel	Shall not be located in ROW	Yes
I	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 16 sf
	Temporary Banner	Max 30 sf	Max 16 ft	n/a	Adjacent to City Golf Course. Shall not be located in ROW	No – Zoning Administrator approval is required
	Wall	Max 30 sf	Max 8 ft	1/parcel	First floor of building	Yes
	Awning, Canopy, Marquee	Max 16 sf	Max 8 ft	1/awning, canopy, marquee	Shall not be located in ROW	Yes
	Ground	Max 16 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
	Projecting	Max 16 sf	Min 8 ft Max 12 ft	1/parcel	Shall not be located in ROW	Yes
PO, MC	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 16 sf
	Wall	Max 30 sf	Max 8 ft	1/parcel	First floor of building	Yes
	Awning, Canopy, Marquee	Max 16 sf	Max 8 ft	1/awning, canopy, marquee	Shall not be located in ROW	Yes
	Ground	Max 16 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
	Projecting	Max 16 sf	Min 8 ft Max 12 ft	1/parcel	Shall not be located in ROW	Yes
CH	Temporary	Max 36 sf	Max 8 ft	1/public frontage	Min set back 4 ft from ROW	No – if sign face area less than/equal to 16 sf
	Wall	Max 30 sf	Max 8 ft	1/parcel	First floor of building	Yes
	Ground	Max 20 sf	Max 16 ft	1/public frontage	Min set back 4 ft from ROW	Yes
	Projecting	Max 16 sf	Min 8 ft Max 12 ft	1/parcel	Shall not be located in ROW	Yes

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5.116 Severability and Substitution Clause

If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word in this code is declared invalid or unconstitutional, such invalidity shall not affect the validity or enforceability of the remaining portions of the code.

CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Kathy Egan, Community Planner

SUBJECT: Discussion: Boarding Houses

DATE: February 12, 2018

ATTACHMENTS:

▢ Boarding House background Information

City of Charlevoix

Planning Commission

Meeting: February 12, 2018

Topic: Boarding Houses

Background: The topic of boarding houses came up at a recent meeting.
Specific questions were –what are they? and – are they allowed?

Concerns:

- Is this a legitimate residential use? Does it fit into a residential neighborhood?
- Potential for disorderly or disruptive occupants which can disrupt a residential neighborhood.
- Parking requirements
- Community needs for this type of housing will be increasing.

Discussion points:

- Should this be handled as a zoning or police power ordinance?
 - approach from a purely land use concerns, or
 - are there concern for landlord/tenant rights?

Current Zoning Ordinance Language:

***Bed and Breakfast.** Any place of lodging that provides rooms for rent for more than 10 nights in a 12-month period, is the owner's personal residence, is occupied by the owner or owner's representative at the time of rental, and in which a morning meal is served to guests.*

***Boarding/Rooming House.** A building, structure, or portion thereof, where individual rooms are rented to separate parties, such as transitional homes, hostels or similar uses.*

***Family.** Either of the following defines a family:*

- (1) An individual or group of two (2) or more persons related by blood, marriage or adoption, together with foster children and servants of the principal occupants who are domiciled together as a single, domestic, housekeeping unit in a dwelling unit; or*
- (2) A collective number of individuals, domiciled together in one (1) dwelling unit whose relationship is of a continuing, non-transient domestic character, and who cook and live as a single nonprofit housekeeping unit. This does not include a society, club, fraternity, sorority, association, halfway house, lodge, organization, group of students or other individuals whose domestic relationship is of a transitory or seasonal nature, such as a school term, a period of rehabilitation or treatment, or is otherwise not intended to be of a permanent nature.*

Household: A house, apartment, group of rooms or a single room occupied as separate living quarters, that includes a bathroom(s), sleeping quarters, and area to prepare food.

5.46(3) Bed and Breakfast Establishments (Currently allowed in R-1 and R-2 only)
Requirements.

1. The bed and breakfast shall be located within a residence which is the principal dwelling unit on the property. Whenever the bed and breakfast is open for the renting of rooms, the residence shall be occupied by the owner or innkeeper at all times.
2. The rental rooms within the establishment shall be part of the principal dwelling. Bed and breakfast establishments shall not contain more than five (5) rental rooms, however the planning commission may consider additional rooms based on the following criteria:
 - a. The existing single family home has the capacity for more than five (5) rental rooms.
 - b. It is a single family home which has been operated as a bed and breakfast establishment in the past.
 - c. There is sufficient parking on site, or within three hundred (300) feet of the property, to accommodate additional rooms.
 - d. The planning commission finds that the additional rooms will not have an adverse impact to the residential character of the neighborhood.
3. Off-street parking shall include a minimum of five (5) parking spaces. Required parking spaces shall be accessible at all times. Use Requirements PART II: ZONING DISTRICTS Page 42 City of Charlevoix Zoning Ordinance Issue Date: 10/16//2017 7
4. The residence shall have at least two (2) exits to the outdoors.
5. One (1) sign is permitted and shall be limited to four (4) square feet. If the sign is a freestanding sign, it shall not exceed eight (8) feet in height. Lighting of signs is not permitted unless the bed and breakfast is located on Bridge Street. In these cases external lighting shall be allowed meeting all the requirements of Article 11.
6. A bed and breakfast establishment shall be consistent with the essential character of the residential neighborhood in terms of use, traffic generation and appearance.
7. A bed and breakfast establishment shall not be permitted on a lot or parcel, (including a nonconforming lot or parcel of record) which does not meet the established lot size requirements for the zoning district in which it is located.

Potential Standards:

Sample definition to add:

Rooming House: A single family dwelling where lodging, with or without meals, is furnished for compensation, usually for an extended period of time.

or...

Rooming House: a residential use that provides rental boarding rooms unrelated individuals, for occupancy longer than a 14 day period.

- Mirror the current B&B standards section of the Zoning Ordinance
- Applies only to households of (X) number or more renters who are not related to the owner/operator of the rooming house.
- Ordinance can state a maximum number of people.
- Allow in certain districts with same dimensional standards as other structures.
- Consider allowing in other residential, mixed commercial and multi-family districts.
 - Consider each: R-1, R-2, R-2A, CM, PO, CH.
- Common, but not required, standards to consider:
 - share a kitchen with other residents
 - share a bathroom with other residents
 - at least 80 sft for sleeping per resident; or
 - 60 sft when 2 or more share a room
 - common kitchen only --no individual cooking areas in sleeping rooms
 - kitchen must include sink, stove, oven, space for food storage and a refrigerator
 - are microwaves permitted in either kitchen, common areas, or bedrooms?
 - must provide toilet, wash basin, and a shower or tub for every 8 occupants
- Required parking
 - Current requirement is 1 space per 2 beds and one space for the owner/operator.
 - Other options:
 - One for each bed and 2 for the owner/manager
 - One for each sleeping room

Sample Standards: (Alpena)

- A. This use shall be considered as an accessory use; board or lodging shall not be furnished to more than five (5) persons in addition to the family.
- B. The establishment shall be the principal dwelling unit on the property and shall be owner-occupied at all times.

- C. In the case of renting rooms, such convenience shall not be furnished unless there shall be provided at least eighty (80) square feet of floor area per guest in that part of the building directly occupied by such guests for rooming purposes.
- D. Boarding and the renting of rooms shall not include the operating of what is normally termed a restaurant or similar use where meals are served to transient guests. No separate cooking areas shall be allowed in guestrooms.
- E. Board shall not be provided to other than those rooming in the residence.
- F. Off-street parking shall be required in accord with Section ____
- G. The establishment shall have at least two (2) exits to the outdoors.
- H. The boarding house shall not alter the residential character of the building or structure.

Definitions:

Household: a *household* includes all the persons who occupy a housing unit.

Family: one or more persons occupying a single dwelling unit, provided that unless all members are related by blood or marriage, no such family shall contain over five persons, but further provided that domestic servants employed on the premises may be housed on the premises without being counted as a family or families.

Greene County v. N. Shore Resort, 238 Ga. App. 236, 237 (Ga. Ct. App. 1999)

Family: a group of persons who are connected by blood or by affinity or through law within two or three generations.

Family: a group of individuals who share ties of blood, marriage, or adoption; a group residing together and consisting of parents, children, and other relatives by blood or marriage; a group of individuals residing together who have consented to an arrangement similar to ties of blood or marriage.

CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Kathy Egan, Community Planner

SUBJECT: Redevelopment Ready Communities Report

DATE: February 12, 2018

BACKGROUND

The Redevelopment Ready Communities - Draft Report of Findings has been completed. Within it are specific action steps that are required - and whether they have been achieved yet.

Attached are two documents. First is a synopsis chart of which action steps that pertain specifically to the Planning Commission. Second, I also attached the complete document - Redevelopment Ready Communities - Draft Report of Findings - for your information.

ATTACHMENTS:

- ▣ RRC PC Action Steps
- ▣ RRC Draft Report of Findings

City of Charlevoix
Redevelopment Ready Communities Report of Findings
Planning Commission's Action Steps
February 12, 2018

Page No.	Status Color	Recommended Actions	Estimated Timeline	Comments
6	Green	Governing body has adopted a master plan in the past 5 years.		DONE
6	Yellow	Governing body has adopted a Capital Improvements Plan		PC reviews /recommends to CC
10	Green	Governing body has adopted a ZO that aligns with the goals of the master plan.		DONE
10	Green	ZO provides for areas of concentrated development in appropriate locations and encourages the type and form of development desired.		DONE
10	Green	ZO includes flexible tools to encourage development and redevelopment.		DONE
10	Green	ZO allows for a variety of housing options.		DONE
10	Green	ZO includes standards to improve non-motorized transportation.		DONE
10	Green	ZO includes flexible parking standards.		DONE
10	Green	ZO includes standards for green infrastructure.		DONE
10	Green	ZO is user-friendly.		DONE
12	Green	ZO articulates a thorough site plan review process (SPR)		DONE
12	RED	Community offers conceptual SPR meetings for applicants.		ZO amendment
12	RED	community encourages a developer to seek input from neighboring residents and businesses first.		Policy/Fee Schedule
12	Yellow	Appropriate departments engage in joint site plan reviews.		ZA
12	RED	Community annually reviews the successes and challenges with the site plan review and approval procedures.		Incorporate PC practice
13	RED	Community maintains a guide to development that explains policies, procedures, and steps to gain approvals.		Work with MEDC
17	Yellow	Community identifies and prioritizes redevelopment sites.		
17	Yellow	Community gathers basic information for prioritized redevelopment sites.		
17	Yellow	Community has developed a vision for the priority development sites.		

Redevelopment Ready Communities® Report of Findings

City of Charlevoix

XXXXX 2017

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Executive Summary

Redevelopment Ready Communities® (RRC) is a certification program supporting community revitalization and the attraction and retention of businesses, entrepreneurs and talent throughout Michigan. RRC promotes communities to be development ready and competitive in today's economy by actively engaging stakeholders and proactively planning for the future – making them more attractive for projects that create places where people want to live, work and invest.

To become formally engaged in the RRC Program, communities must complete each of the six RRC Self-Evaluations and a community representative must attend all six best practice trainings. The governing body must also pass a resolution of intent, outlining the value the community sees in participating in the program. Representatives from the City of Charlevoix's staff submitted the self-evaluation in May 2017 and attended trainings in 2013 and 2014. On December 2, 2016 City Council passed a resolution of intent to participate in the program.

Developed by experts in the public and private sector, the RRC best practices are the standard to achieve certification, designed to create a predictable experience for investors, businesses and residents working within a community; communities must demonstrate that all best practice criteria have been met to receive RRC certification.

Going through the RRC certification process, the City of Charlevoix will have the opportunity to strengthen its collaboration efforts with local partners and have the potential to strengthen existing talent and attract new talent to the City. Strengthening local partnerships with the Main Street Downtown Development Authority (DDA), Planning Commission, Chamber, Convention & Visitors Bureau, and residents will help the city share the workload to complete the RRC best practices.

In order to reach certification, the city will need to continue its proactive efforts in planning and zoning and shore up its already impressive resources with just a few additional pieces. It is clear throughout the master plan that the City of Charlevoix relies heavily on public input and it is shown by the surveys taken and results published on the city website. Charlevoix acknowledges throughout the master plan that the city's population is small but mighty. While Charlevoix does a good job seeking input, the creation of a public participation plan would benefit the community in seeking information from key stakeholders on a regular basis. Charlevoix's zoning ordinance is user friendly and redevelopment ready. To ensure alignment with the recently updated master plan, the zoning ordinance should be reviewed to determine if amendments are necessary. An internal policy on development should be developed in order to strengthen how information is received. The policy can also assist staff on tracking projects through the site plan review process.

The RRC process is designed to help communities build capacity and establish a different way of doing business; completing the best practices as a collaborative community effort matches the ideals of being a redevelopment ready community. The city of Charlevoix is a select level member of the Michigan Main Street Program. Being a part of the

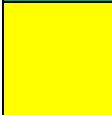
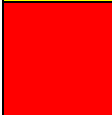
Michigan Main Street network of communities and engaged in RRC will help the city identity itself as ready for progress. Ultimately, RRC is built on the idea that community development is a collaborative effort and is only successful when multiple stakeholders come to the table. Charlevoix is well positioned to move forward in the RRC process and we look forward to strengthening our relationship with the city in the future.

Methodology

The basic assessment tool for evaluation is the RRC Best Practices. These six standards were developed in conjunction with public and private sector experts and address key elements of community and economic development. A community must demonstrate all of the RRC Best Practice components have been met to become RRC certified. Once received, certification is valid for three years.

Measurement of a community to the best practices is completed through the RRC team's research, observation and interviews, as well as the consulting advice and technical expertise of the RRC Advisory Council. The team analyzes a community's development materials, including, but not limited to: the master plan; redevelopment strategy; capital improvements plan; budget; public participation plan; zoning regulations; development procedures; applications; economic development strategy; marketing strategies; and website. Researchers observe the meetings of the community's governing body, planning commission, zoning board of appeals and other committees as applicable. In confidential interviews, the team also records the input of local business owners and developers who have worked with the community.

A community's degree of attainment for each best practice criteria is visually represented in this report by the following:

	Green indicates the best practice component is currently being met by the community.
	Yellow indicates some of the best practice component may be in place, but additional action is required.
	Red indicates the best practice component is not present or significantly outdated.

This report represents the findings of the evaluation of the City of Charlevoix redevelopment processes and practices. All questions should be directed to the RRC Team at RRC@michigan.org.

Best Practice 1.1- The Plans

Best Practice 1.1 evaluates community planning and how the redevelopment vision is embedded in the master plan, downtown plan and capital improvements plan. The master plan sets expectations for those involved in new development and redevelopment, giving the public some degree of certainty about their vision for the future, while assisting the city in achieving its stated goals. Local plans can provide key stakeholders with a roadmap for navigating the redevelopment process in the context of market realities and community goals. The Michigan Planning Enabling Act (MPEA), Public Act 33 of 2008, requires that the planning commission create and approve a master plan as a guide for development and review the master plan at least once every five years after adoption.

The City of Charlevoix updated the master plan in December 2016. Charlevoix's master plan is focused on a strong community vision and environmental preservation. The master plan is reinforced by the idea that the document serves as an educational tool, providing community members a clear vision of the city's future direction. Given the population of Charlevoix is under 3,000, the plan was made with substantial public input, ranging from high school students, part time and year round residents.

Charlevoix is unique in the sense that it has rich history of early development by establishing a commercial fishing base, lumber company and a local mill. Through the tough economic times, the city is looking toward the future and is ready for development as shown in the master plan. Charlevoix has nine district character areas that embody the authentic look and feel of the city. The master plan includes an analysis of each character area. The analysis includes information such as dominant land uses, the period of development, architectural character, lot size, street patterns and the location of development on a property. A comprehensive plan for redevelopment opportunity areas is included. While most of Charlevoix is developed, the city comprehends the challenge of balancing

preservation and redevelopment. Over the years, the city of Charlevoix has been impacted by development in adjacent rural areas, potentially causing a portion of the population to move out of the city. Attention has also been given to the city's aging population, as the city has started to focus on attracting younger generations. The city's future land use plan is an excellent tool to identify targeted redevelopment areas which protect farm land and open spaces.

Charlevoix has developed a strong downtown by participating as a Select Level community in the Michigan Main Street program. The Downtown Development Authority was created on April 12 1982. A Tax Increment Financing and Development plan was also created for the Downtown, most recently amended in 2005. The plan, which is now good through 2026, identifies projects, and includes estimated projects costs and expected dates of completion. The city uses the 2007 Downtown Blueprint and 2015 Market Study to provide guidance for the future of downtown Charlevoix. A collaboration with Charlevoix Mainstreet should be established in order to create a solid up to date downtown plan. In order to receive RRC certification, the downtown plan should better coordinate with the master plan and capital improvements plan. In order to increase transparency, the downtown plan should also be made easily available online to the public.

The city makes mention of capital improvements in its Parks and Recreation Master Plan, however, a capital improvements plan (CIP) for identifying capital projects for the entire city must be created, as required by the Michigan Planning Enabling Act. A comprehensive CIP is an essential tool for the planning and development of the physical and economic wellbeing of a community. The city should align priority projects and create six-year CIP and target available resources within identified priority areas. The capital improvements plan should align with the master plan, city budget and the downtown plan. RRC offers a capital improvements plan guide that would be a beneficial resource to the city.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline
	The governing body has adopted a master plan in the past five years.	✓	
	The governing body has adopted a downtown plan.	☐ Include the masterplan and CIP into the downtown plan.	
N/A	The governing body has adopted a corridor plan.		
	The governing body has adopted a capital improvements plan.	☐ Adopt a capital improvements plan in accordance with PA 33 of 2008 and post online	12 Months

Best Practice 1.2 - Public Participation

Best Practice 1.2 assesses how well the community identifies and engages its stakeholders on a continual basis. Public participation aims to prevent or minimize disputes by creating a process for resolving issues before they become an obstacle. Predictability is essential when attracting the correct development to a community. Developers and the city are not the only key stakeholders in what happens in the city, heavy public influence is critical in creating a harmonious community. Creating an easier process to have the voices heard of community members creates a sense of place which has the potential to attract new community members.

With a population of less than 3,000 thousand people, City staff did a remarkable job seeking input from part-time residents, year round residents, business owners, churches, clubs and other community organizations to develop the original version of the master plan. Roughly 700 mailed and 100 hand-delivered surveys were sent out to the community, with an impressive return of approximately 300 surveys. Detailed data from the survey can be found online on the planning department's homepage. Charlevoix Main Street/DDA has a heavy presence on social media. Daily messages are posted, as well as educational posts about planning issues, such as walkability and parking costs. The Main Street DDA website offers everything from a business directory, downtown events, resources and news. Important documents can also be found online, such as the downtown plan, volunteer applications, community partner contact information and available properties for redevelopment. It will be important to include the efforts of Charlevoix Main Street's outreach into the public participation plan.

While the city does a good job engaging its community members, a formal public participation plan must be implemented in order to increase

transparency and achieve RRC certification. The creation of the public participation plan should make the process of receiving and giving information simple and easy. The plan can also be used to give direction to volunteers about what is expected of them and how to keep track of assignments/duties.

This plan can help the city determine which methods of engagement it would like to pursue, identify when and how each method would be used, and establish ways to measure the effectiveness of each method. The city will need to establish a toolbox of options verses relying solely on traditional or more modern methods. The RRC best practices provide a list of possible options that the city could explore. With this information outlined in a plan, the city and its stakeholders will have a clear understanding of expectations for engagement. The plan can also be a chance for the city to engage groups such as the Main Street DDA, Chamber, and other groups to see where opportunities for partnerships may exist. The City can allow Charlevoix Main Street to take the lead to lead on outreach to downtown stake holders as a part of the public participation plan. As part of the Main Street Program, communities have a communications strategy for downtown stakeholders. This could be something that is also used in the public participation plan for the City.

Once the city has selected methods of engagement and created a plan, it should be sure to measure the success of those methods and adjust as needed. For example, the city actively can use their Facebook page to ask event attendees how they found out about the event or what can be done to improve an event. There are a variety of effective methods the city may employ to maximize limited resources. Continually collecting and analyzing results of this data will help the city craft the most effective toolbox possible. This will also give the city an opportunity to track the success of

community engagement efforts and continuing to share outcomes as they become available.

community chose to hold focus groups or launch a crowdsourcing campaign to receive general feedback.

The final component of any public participation strategy is to ensure that the results of public participation efforts are shared so stakeholders who were not able to attend can learn what happened and those who did attend can see the results of their efforts. While the results are naturally manifested in some projects such as a master plan, others may require more deliberate efforts to share results. An example of this could be if the

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline	NN Comments
	The community has a public participation plan for engaging a diverse set of community stakeholders.	☐ Develop a public participation plan that defines outreach strategies and how the success of these strategies will be evaluated.	6 Months	We can work with Council/PC/staff to put one of these together
	The community demonstrates that public participation efforts go beyond the basic methods.	✓		
	The community shares outcomes of public participation processes.	☐ Create a success tracking method of outreach ☐ Once the tracking method has been completed, share results in a consistent and transparent manner	6 Months	

Best Practice 2.1 – Zoning Regulations

Best Practice 2.1 evaluates the city's zoning ordinance and assesses how well it regulates for and implements the goals of the master plan. Zoning is a significant mechanism for achieving desired land use patterns and quality development. Foundationally, the Michigan Zoning Enabling Act (MZEA), Public Act 110 of 2006, requires that a zoning ordinance be based on a plan to help guide zoning decisions.

The City of Charlevoix is currently undergoing a zoning ordinance review, to ensure that the ordinance aligns with the most recent update of the master plan. The zoning ordinance should also align with the Downtown TIF/DDA Plan and/or any downtown plan that is created in the future. It is vital that the zoning ordinance correlate with the master plan, as the zoning ordinance is the regulatory tool used to implement the vision of the community.

The zoning ordinance offers a variety of uses ranging from residential to commercial and mixed-use. The ordinance allows for uses that have residential units above non-residential uses, cluster housing in the concentrated area of development which includes the downtown/Main Street district. The zoning ordinance also offers a variety of permitted uses by right, with build-to-lines. A Central Business Retail Overlay district has been established along one of the city's main corridors to protect the

character of Downtown Charlevoix. Special land uses associated with the districts are clearly indicated and the zoning ordinance provides clear procedures and requirements for those uses. Aside from special land uses, the zoning ordinance allows for someone to apply for a conditional rezoning as a flexible development tool.

Sustainable development practices are incorporated into the zoning ordinance by allowing shared parking between two or more buildings, encouragement of rain gardens and green roofs for storm water management, use of pervious materials and preservation of existing healthy trees. The city's Central Business District zone which covers most of the downtown encourages support of the central activity area by accommodating a mix of retail, office, service, entertainment and residential uses in a walkable, pedestrian-friendly environment. Within planned unit development regulations, pedestrian accommodations, traffic calming techniques and public realm standards are reinforced. Charlevoix should continue to review different ways the zoning could implement different types of sustainable practices throughout the city in all districts. The current zoning ordinance is easily accessible online to the public with clear requirements and definitions. A user-friendly matrix table provided in the zoning ordinance clearly indicates what uses are permitted by right in zoning districts.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline	NN Comments
	The governing body has adopted a zoning ordinance that aligns with the goals of the master plan.	☐ Review the zoning ordinance to ensure alignment with the updated master plan	6 Months	We've completed the ZO/Master Plan review and are working on amendments
	The zoning ordinance provides for areas of concentrated development in appropriate locations and encourages the type and form of development desired.	✓		
	The zoning ordinance includes flexible tools to encourage development and redevelopment.	✓		
	The zoning ordinance allows for a variety of housing options.	✓		A number of changes were recommended within the ZO review.
	The zoning ordinance includes standards to improve non-motorized transportation.	✓		
	The zoning ordinance includes flexible parking standards.	✓		
	The zoning ordinance includes standards for green infrastructure.	✓		
	The zoning ordinance is user-friendly.	✓		

Best Practice 3.1 – Development Review Policy and Procedures

Best Practice 3.1 evaluates the city's development review policies and procedures, project tracking and internal/external communications. Evaluation of this best practice included interviews with local stakeholder's who have worked on projects in the City of Charlevoix.

Charlevoix's site plan review process is outlined in Article 12 of the zoning ordinance. The city offers two levels of site plan review, level A and level B. The zoning administrator is responsible for receiving site plan materials and determining what type of "level" review a project requires. Under a level A review, the zoning administrator the ability to administratively approve uses that are permitted by right under certain criteria. It is also up to the discretion of the zoning administrator to deem a site plan a level B review. Under Level B the project must be approved by both the planning commission and city council. Procedures and required site plan content standards for all site plans are outlined and easy to follow within the zoning ordinance. Staff reviews site plan for completeness and obtains comments from city departments or consultants on an as-needed basis.

Policies and documents can be created to make the site plan review process more efficient for the both the city and developer. An efficient site plan review process is integral to becoming redevelopment ready and can assist a community in attracting investment dollars while ensuring its zoning ordinance and other laws are followed. A simple flowchart of site plan review procedures, including timelines may help residents and applicants to better understand the process and timeline of development.

Significant public opposition or concerns can slow down the review and approval of a project and ultimately cost the developer time and money. Often, public concern arises out of limited or incorrect understanding of a

project. By soliciting public input early in the process, well before required public meetings and hearings, neighboring residents, business owners and Mainstreet DDA can make concerns known to the developer, potentially preventing or minimizing disputes before they become an obstacle. Holding a conceptual site plan review meeting and encouraging applicants to meet with neighborhoods, clubs or organizations can help clear any confusion on a project.

To simplify and clarify policies, operate in a transparent manner and increase efficiency to create an inviting development climate, sound internal procedures need to be in place and followed. This includes an internal staff review policy that articulates roles, responsibilities and timelines. This documentation ensures process consistency regardless of staff turnover or other situations in which various city staff must step in and complete an action in the process. This documentation also ensures common understanding among all parties who have a role in the development review process. The city should document internal review procedures to ensure all involved understand roles and responsibilities and the process remains consistent for applicants. Tracking development projects allows for increased transparency and efficiency, keeps staff well informed, provides clarification as to the status of a project and can assist in measuring the results of the approval process. A tracking mechanism could be included directly on applications, a simple spreadsheet, or another method. Mainstreet DDA can work with the city to create a project tacker within the district.

In order to keep the city moving forward, documents should be reviewed annually and updated as needed. Creating a formal stakeholder feedback mechanism would be beneficial to identify any obstacles in the development review process. . A better measure of communication throughout different departments can be found through weekly joint site

plan reviews. This would ensure that projects have a smooth transition from planning to building permits.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline	NN Comments
	The zoning ordinance articulates a thorough site plan review process.	✓		
	The community has a qualified intake professional.	✓		
	The community defines and offers conceptual site plan review meetings for applicants.	☐ Create internal policy to hold site plan review meetings for applicants	6 months	Once a permanent zoning administrator is on board, we can work with them to develop and implement these procedures.
	The community encourages a developer to seek input from neighboring residents and businesses at the onset of the application process.	☐ Incorporate policy that assists developers in seeking input into the public participation strategy	6 months	
	The appropriate departments engage in joint site plan reviews.	☐ Hold joint site plan review team meetings, including permitting and inspections staff	12 months	
	The community has a clearly documented internal staff review policy.	☐ Develop a documented internal review process/policy	6 months	
	The community promptly acts on development requests.	☐ Create visual depiction of the site plan review process, including timelines	6 months	
	The community has a method to track development projects.	☐ Develop a method to track development projects	12 months	
	The community annually reviews the successes and challenges with the site plan review and approval procedures.	☐ Develop a customer feedback mechanism	6 months	

Best Practice 3.2 – Guide to Development

Best Practice 3.2 evaluates the availability of the community's development information. A guide to development is another tool a community can use to help attract investment dollars. Having a guide allows researchers and developers the opportunity to clearly understand the city's development processes and recognize the type of development wanted in the community.

Increasing the transparency and predictability of development in the city allows for the right projects to come in with support from city staff and city residents. A guide to development can help with transparency and efficiency by including items that the city of Charlevoix has available online, such as contact information, links to specific zoning code, fees, department responsibilities and development plan review. Additional items can be added, such as relevant meeting schedules, special meeting procedures, building permit requirements and application, variance and rezoning request procedures.

Documents should be updated regularly. While the City of Charlevoix does not have a guide to development, RRC has an excellent resource that the

city can use to develop a guide. Once created the guide must be accessible online. With language in the zoning ordinance which includes the site plan review process and downtown mainstreet DDA website advertising sites, partnership between MMS/DDA and the city should implement all existing resources into the guide for development.

Charlevoix's fee schedule is posted on the city website under the main planning department home page; the fee schedule is reviewed each year. Along with knowing review costs upfront, many applicants – especially small business owners or residents – may wish to use a credit card to pay fees. The city has partnered with a payment service to accept credit card payment for utilities, property taxes and ambulance fees. A partnership with the payment service should be established in order to accept credit card payments for planning and zoning fees.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline	NN Comments
	The community maintains a guide to development that explains policies, procedures and steps to obtain approvals.	☐ Create a Guide to Development and make available online	12 Months	We can put this together within our current contract
	The community annually reviews the fee schedule.	☐ Accept credit card payment for planning and zoning fees	8 Months	

Best Practice 4.1 – Recruitment and Orientation

Best Practice 4.1 evaluates how a community conducts recruitment and orientation for newly appointed or elected officials. Such officials sit on the numerous boards, commissions and committees that advise city leaders on key policy decisions. Charlevoix's board and committee application can be found online. It could be improved by creating a one page attachment that briefly explains each board/commission and the expectations of members. Board member information is not easily found on the website, but could fit well under a page dedicated to public engagement or with the planning and zoning information. The city could also use Charlevoix Mainstreet as a resource to implement a roles and responsibilities info sheet. Mainstreet programs are required to have documents with roles and responsibilities to board members. While the application does not detail the duties each

board or commission and what is expected of members, the application is very thorough in asking for background information, in which the city can determine if the applicant is the right person for the job.

When new members join a board or commission it is important to ensure they are up-to-speed on their responsibilities and relevant issues. The city does not currently provide orientation packets to appointed or elected positions within the city. A comprehensive orientation packets could include bylaws, schedule of fees, policies, past minutes, meeting schedules, plans, ordinances and more. Charlevoix Mainstreet could also be a beneficial resource for the city in order to create orientation packets.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline
	The community sets expectations for board and commission positions.	☒ Outline expectations and desired skill sets for each development related board/commission	6 months
	The community provides orientation packets to all appointed and elected members of development related boards and commissions.	☐ Create an orientation packet for incoming board members	8 months

Best Practice 4.2 – Education and Training

Best Practice 4.2 assesses how a community encourages training and tracks educational activities for appointed and elected officials and staff. Trainings provide officials and staff with an opportunity to expand their knowledge and ultimately make more informed decisions about land use and redevelopment issues. Training for elected and appointed officials is included in the budget. Training needs and attendance for elected and appointed officials should be tracked in order to identify the training type that occurred, a template document or some other mechanism could be created to facilitate information-sharing with those not in attendance. A similar mechanism for elected officials would ensure that training for policymakers and staff is strategic toward accomplishing city goals and objectives. Additionally, a template document or some other mechanism could be created to facilitate information-sharing with those not in attendance or what types of trainings are needed in order to better serve the community.

Collaborative trainings and work sessions builds trust and understanding between the various boards and commissions that each play a role in the development process. At a minimum, the planning commission, DDA/Main

Street and the city council should meet collaboratively at least once per year to discuss development issues and opportunities. During this time the group could review priorities, resources and the various plans/strategies in place. A joint meeting is another opportunity to discuss what future trainings may be available. The city can find many training opportunities through the Michigan Association of Planning, American Planning Association, Michigan Municipal League, Michigan Main Street and National Mainstreet Center.

Finally, the city does not currently produce a planning commission annual report as required by the Michigan Planning Enabling Act. The planning commission should be preparing a brief end of year report that concisely recounts the year's activities including attendance, trainings, site approvals, zoning changes, issues discussed and anything else that may be of value to someone who is trying to understand planning commission activities over the past few years. RRC provides a guide that can give the community a basic template that can be customized.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline
	The community has a dedicated source of funding for training.	✓	
	The community identifies training needs and tracks attendance of the governing body, boards, commissions and staff.	☐ Create a simple tracking mechanism to log training needs & attendance for the governing body	6 months
	The community encourages the governing body, boards, commissions and staff to attend trainings.	☐ Create a mechanism to track trainings attended and trainings wanted	6 Months
	The community shares information between the governing body, boards, commissions and staff.	☐ Implement consistent process(es) for training participants to share information with those not in attendance	6 Months

Best Practice 5.1 – Redevelopment Ready Sites®

Best Practice 5.1 assesses how a community identifies, visions for and markets their priority redevelopment sites. Communities must think strategically about the redevelopment of properties and investments and should be targeted in areas that can catalyze further development around it. Instead of waiting for developers to propose projects, Redevelopment Ready Communities identify priority sites and prepare information to assist developers in finding opportunities that match the city's vision.

Charlevoix's potential infill sites are identified within the master plan (vacant land map), and listed on the Main Street DDA website. These available sites for redevelopment should be prioritized.

As part of this process, the community should develop a vision for what they prefer to see on the sight – this vision should be tied to the Master Plan and the city should ensure the framework is in place to support that vision. With sites and visions identified, basic information such as address, owner, value

and infrastructure should be gathered and packaged into a short, marketable document. A collaboration effort between the city and Charlevoix Mainstreet should happen in order to locate a downtown site that should be developed further into a complete Property Information Package which includes an expanded list of more technical items (as applicable) such as environmental conditions, traffic studies, etc. Finally, the sites should be actively marketed via the city and its economic development partners.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline
	The community identifies and prioritizes redevelopment sites.	☐ Work with existing identified sites to create prioritized list of redevelopment sites	6 months
	The community gathers basic information for prioritized redevelopment sites.	☐ Gather basic site information	6 months
	The community has development a vision for the priority redevelopment sites.	☐ Develop a vision for the prioritized redevelopment sites	6 months
	The community identifies potential resources and incentives for prioritized redevelopment sites.	☐ Identify financial resources and other potential incentives for prioritized redevelopment sites	6 months
	A property information package for the prioritized redevelopment site(s) is assembled.	☐ Assemble at least one property information package	6 months
	Prioritized redevelopment sites are actively marketed.	☐ Market at least one property information package(s) online.	6 months

Best Practice 6.1 – Economic Development Strategy

Best Practice 6.1 evaluates goals and actions identified by the community to assist in strengthening its overall economic health. Strategic economic development planning is critical to attract jobs and new investment in communities. The city of Charlevoix developed an Economic Development Strategy Plan in 2015. The plan was developed based on data from local stakeholders, residents, businesses, and independent research with assistance from the Chesapeake Group. The economic strategy plan ties in with chapter 4 of the master plan. Chapter 4 is called Charlevoix Tomorrow which defines how the cities land uses are to be shaped in the future.

The city has identified goals in order to improve the overall economic development of the area. The highest priority tools identified to achieve goals in the economic development strategy are enhanced communications, climate control of infrastructure downtown, crowdfunding, creation of incubator space and housing infrastructure and options in downtown, and enhancing entrepreneurship. In order for the city to succeed, the plan identifies that partnerships with the Main Street DDA, Chamber of

Commerce, Charlevoix Township, Charlevoix County and the state of Michigan is paramount. One challenge identified for the community is its small winter population. With a population of less than 3,000, the city benefits from increased tourism throughout the summer months. The plan incorporates various recommendations, goals, actions and responsible parties in order to keep the city moving forward year round. A valuable tool that is missing, is a timeline. With the various goals established in the downtown plan, a timeline will motivate a community to help meet those goals.

Economic development priorities can change from year-to-year and should be annually reviewed and updated as needed. A timeline of goals should be added to the economic development strategy so the city has the opportunity to review goals yearly to make sure they are on track. As economic development crosses many areas, an annual joint meeting as discussed in best practice 4.2 may be an excellent opportunity to review the strategy.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline
	The community has approved an economic development strategy.	☐ Incorporate timelines into the Economic Development Strategy	12 months
	The community annually reviews the economic development strategy.	☐ Review the strategy annually.	6 months

Best Practice 6.2 – Marketing and Promotion

Best Practice 6.2 evaluates how the community promotes and markets itself. Marketing and branding is an essential tool to promote a community's assets and unique attributes. Consumers and investors are attracted to places that evoke positive feelings and to communities that take pride in their town and their history. Marketing and branding should frame what sets a community apart from others.

The City of Charlevoix is seeking to implement a new brand, coordinated with the Networks Northwest regional strategy and Main Street DDA. Coordinating marketing efforts with different partners and focusing on the regional strategy will assist Charlevoix in implementing the vision for the City to its full potential by looking at what works and what doesn't work for the region as a whole.

While the city of Charlevoix has adopted an economic development strategy, it should create a unified marketing strategy to attract businesses, consumers and real estate development to the community. There are a number of strategic goals that the City of Charlevoix can leverage from the economic development strategy to create or strengthen the existing image for the community. Strategic goals such as retaining and attracting new households by individuals under the age of 35, support of aging in place, enhancing conditions that attract entrepreneurial activity and expanding year round activities can all be targets when creating the marketing strategy for Charlevoix.

A unified marketing strategy should identify opportunities in the community, and outline steps to attract businesses, consumers and real estate development. The strategy should also identify approaches to marketing priority redevelopment sites. Key stakeholders for formulating a

marketing strategy could include the city council, Main Street DDA, planning commission, local business owners, the city manager and city staff. Coordinating marketing efforts with other local, regional and state partners extends the marketing message to a wider audience, providing more opportunities for prospective businesses, consumers and real estate investors to learn about what the community has to offer. The marketing strategy should build off the vision, values and goals outlined in locally-adopted planning documents, including the master plan and economic development strategy.

A city's website is often the first point of interaction between a city and its residents, businesses, potential developers and even tourists. As such, having an up-to-date and easy to navigate website is essential for any redevelopment ready community. Developers in particular will visit the website in an effort to learn more about the development process, fees, community activities and more. The city's current website is simple to navigate and uses a clean layout. Meeting schedules, council agenda/packets and online bill payments are front and center. The Planning & Zoning Department tab offers the 2016 master land use plan, along with the parks and recreation master plan. Information can be found about zoning fees, boards and committees and zoning permits all under one tab with references added to the Michigan Planning Enabling Act and Michigan Zoning Enabling Act. The downtown plan is not readily accessible from the city's home page. A tab should be created to link the Main Street DDA webpage to access the downtown plan.

Status	Evaluation Criteria	Recommended Actions for Certification	Estimated Timeline
	The community has developed a marketing strategy.	☐ Develop a unified marketing strategy working with local, regional and state partners.	6 months
	The community has an updated, user-friendly municipal website.	☐ Upload missing documents to the website. ☐ Ensure all development related material is in one place for ease of use.	9 months

Conclusion

The RRC Program assists communities in maximizing their economic potential by embracing effective redevelopment tools and best practices. Next steps for the city include the governing body adopting a resolution of support to proceed with the RRC program. Staff has already attended the RRC Best Practice trainings and, with the issuance of this report, will be required to submit quarterly progress reports to inform the RRC Team of progress made in terms of implementing the necessary steps to meet the RRC Best Practices. As the city works toward completing the criteria, its RRC planner will continue to proactively reach out and offer technical assistance as opportunities arise. MEDC has also created a number of technical assistance guides that the city should feel free to utilize. Upon meeting all of the Best Practice criteria, the City of Charlevoix will be a certified Redevelopment Ready Community.

CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Kathy Egan, Community Planner

SUBJECT: Meeting ending time

DATE: February 12, 2018

BACKGROUND

I have learned that there is some concern over the having the Planning Commission meetings run on into the night, and when that happens important decisions could be made hastily, with an eye on the clock rather than an eye to how to best serve the community.

One practice that other community's have adopted, is to add a meeting ending time to the agenda. For example, the agenda could read: ADJOURNMENT by 8:00 p.m. unless otherwise extended by motion.

The idea of including a meeting adjournment time on the agenda can be discussed at the meeting.