



MIDLAND CENTER CITY AUTHORITY
AGENDA
Wednesday, April 20, 2016, 3:00 P.M.,
Council Chambers, Midland City Hall, Midland, Michigan

1. Roll Call – Chappel, Ginis, Kaye, Kozuch, Miles, Mortensen, Rapanos, Schloemann, Shaffner
2. Welcome new board members
3. Approval of Minutes - Regular Meeting of February 17, 2016 – **Kozuch**
4. Public Comments (unrelated to items on the agenda)
5. Committee Reports
 - a. Governance and Sustainability Committee report – **Chappel**
 - i. **Approval of CCA 2016-17 Budget**
 - ii. **2016-17 Board Structure**
 - b. Marketing Committee report – **Schloemann**
 - c. Physical Improvements Committee report – **Ginis**
 - i. **Revisions to Sign Ordinance**
6. Report of the Chairperson
7. Adjournment



MIDLAND CENTER CITY AUTHORITY

Minutes

Wednesday, February 17, 2016, 3:00 P.M.,
Council Chambers, Midland City Hall, Midland, Michigan

Call to Order 3:00 p.m.

Attending: Jennifer Chappel, Brad Kaye, Joe Kozuch, Cliff Miles, Chris Schloemann, Gary Shaffner

Absent: None

Staff Attending: Selina Tisdale

Kozuch presented the minutes from the CCA board meeting of December 16, 2015 for approval. Schloemann moved approval, seconded by Ginis. Minutes were unanimously approved by all in attendance.

Public Comments: None

Committee Reports

Schloemann reported on the meeting of the February Marketing committee. A district wide meeting is being targeted for March 23 at 6 p.m.

Chappel reported that the Governance and Sustainability Committee was working on the city council request to expand the board from seven to nine members, received updates on tax appeals filed within the district and the effect on the CCA budget.

Kozuch opened the meeting for public comments unrelated to items on the agenda and none were presented. No comments were received.

Ginis reported that the **Physical Improvements Committee** met with the planning on revisions to the recently-adopted signs ordinance for Center City. The revisions are being shared with the district and will be moved on to Planning and City Council for final adoption and implementation. Tisdale reviewed the two new district projects – signal pole painting and landscaping.

Meeting adjourned: 3:30 p.m.



CENTER CITY AUTHORITY
Governance and Sustainability Committee
Wednesday, April 13, 2016
8:00 A.M., City of Midland Council Overflow

Members Present: Brad Kaye, Cliff Miles
Members Absent: Jennifer Chappel, Scott Marquiss
Staff: Selina Tisdale

Tisdale shared that Sharon Mortensen and Alex Rapanos were appointed by City Council to fill the two new board positions created in March. Tisdale will schedule an orientation luncheon with the Joe Kozuch and the new members. Kaye would like to attend. Tisdale will prepare a review of the current committee structure and where there is room without reaching quorum.

Reviewed the CCA proposed budget. This will go to the board in April for review and approval.

Tisdale updated the committee on the Façade Improvement Program and the status of district projects recently funded by the Entrance Ways Initiative Task Force of the Midland Area Community Foundation.

Reviewed the agenda for the April 20 CCA board meeting.

Meeting adjourned 8:20 a.m.

The next meeting is Wednesday, May 11, 2016 at 8:00 a.m.

247 - Center City Authority
 Detail of Budget Appropriations and Revenues
 Fiscal Year Ending June 30, 2017

| | 2014-15 | 2015-16 | | 2016-17 | 2016-17 | 2017-18 |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | Actual | Amended | Estimate | Proposed | Adopted | Projected |
| Revenues | | | | | | |
| Property taxes | \$ 14,191 | \$ 10,765 | \$ 7,927 | \$ 4,252 | \$ - | \$ 7,541 |
| Contributions | 1,000 | 136,000 | 136,081 | - | - | - |
| Other | 215 | 450 | 300 | 300 | - | 300 |
| Investment earnings | 22 | 14 | - | - | - | - |
| Total revenues | <u>15,428</u> | <u>147,229</u> | <u>144,308</u> | <u>4,552</u> | <u>-</u> | <u>7,841</u> |
| Expenditures | | | | | | |
| Supplies | 35,047 | 4,309 | 4,309 | 2,126 | - | 3,771 |
| Other services and charges | - | 42,920 | 39,001 | 2,126 | - | 3,770 |
| Transfers out | - | 100,000 | 104,000 | - | - | - |
| Total expenditures | <u>35,047</u> | <u>147,229</u> | <u>147,310</u> | <u>4,252</u> | <u>-</u> | <u>7,541</u> |
| Excess of Revenues Over (Under) Expenditures | (19,619) | - | (3,002) | 300 | - | 300 |
| Fund Balance - beginning | - | (19,619) | (19,619) | (22,621) | (22,621) | (22,321) |
| Fund Balance - ending | <u>\$ (19,619)</u> | <u>\$ (19,619)</u> | <u>\$ (22,621)</u> | <u>\$ (22,321)</u> | <u>\$ (22,621)</u> | <u>\$ (22,021)</u> |

2018-19
Projected

\$ 8,143
-
300
-
8,443

4,071
4,072
-
8,143

300

(22,021)
\$ (21,721)



**CENTER CITY AUTHORITY
MARKETING COMMITTEE MEETING**

Minutes

Monday, April 11, 2016, 1:30 P.M.

Attending: Chris Schloemann, Joe Kozuch, Ben Tierney

Absent: Melissa Sprague, Meleah Retzloff,

Staff Attending: Selina Tisdale

Kozuch moved approval of the March 2016 marketing minutes, seconded by Schloemann. Minutes were unanimously approved.

Retzloff has left Habitat for Humanity to take a new job, unsure if she will be continuing on the CCA Marketing Committee.

Held a discussion on quarterly meetings and determined that holding a social media training opportunity for CCA members might garner more attention. Provide additional info about the district as part of the training.

Committee may target the May meeting date to go make site visits to district properties that have not engaged yet in CCA activities. Tisdale will get updated district database info from Cathy Bott at MDN.

Meeting adjourned: 2:30 p.m.

Next meeting will be on Monday, May 9, 1:30 p.m.



CENTER CITY AUTHORITY
Physical Improvements Committee Meeting
Tuesday, April 12, 2016, 3:30 pm
HR Conference Room, Midland City Hall

Present: Ann Beck, David Ginis, Jeff Hert, Joe Kozuch, Julie Ratcliffe, Alex Rapanos, Gary Shaffner Matt Weckesser
Absent: Paul Reder,
Staff: Selina Tisdale

The February 2016 PI Committee meeting minutes were presented for approval. Beck moved, seconded by Weckesser that the minutes be approved. Minutes were unanimously approved.

Tom Begin and Frank Filiczowski from CMS Energy held a discussion on the replacement of Consumers street lighting along the Saginaw Road corridor. They will likely be in a position to replace the lighting in the Center City portion of Saginaw Road in 2018. There are three options with the street lighting:

1. Consumers will replace in 2018 with high pressure sodium vapor (hpsv) lighting, continued maintenance by Consumers, at no cost to the city (besides electrical);
2. Consumers will replace in 2018 with an LED version and the city can pay the cost difference between LED and hpsv, continued maintenance by Consumers (cost savings in electrical) and;
3. City can put select a more decorative street lighting scheme for the district (LED or hpsv) at our costs and continued maintenance, only pay Consumers for electrical costs.

For LED and decorative street lighting replacements, an engineer lighting study will likely be necessary. Tisdale will work with Engineering to see what their thoughts are on these options and determine cost options for decorative lighting.

Tisdale reported on the process for the Center City Overlay District – Signs Ordinance revisions. The revisions were sent to the district with little feedback. They will now go to the CCA board for final approval and referral to the Planning Commission. Planning Commission will review and send to City Council for final approval and implementation.

Tisdale updated the committee on the status of the two district projects, landscaping and signal pole painting. Both are in the preparation process for going out to bid.

Tisdale reviewed the status of the Façade Program. Ten of the eleven approved applications have been finalized and paid out resulting in more than \$129,000 in district-wide improvements and utilization of about \$55,000 of the façade funding. The Indulge project will reach its deadline on April 30 and is requesting an extension until December 2016. The committee discussed the extension and determined a reasonable extension would be August 1, 2016 for completion of work and submission of paid receipts. If not completed by August, project would need to reapply.

Meeting adjourned: 4:50 p.m.

Next meeting will be on 05-10-2016

Amendment Proposals – Winter/Spring 2016

In summer 2015, the Center City Overlay (CCO) zoning district was approved to provide consistent signage regulations within the full extent of the Center City Authority (CCA) area. During the development of this zoning overlay district, regulations for wall-mounted, ground-mounted, projecting, and sandwich board signs within the authority area were developed through collaboration between members of the CCA and city planning staff.

During this time, however, temporary signage standards were not drafted for the CCO. It has been requested by the CCA Physical Improvements Committee to begin the process of drafting regulatory standards for temporary signage, particularly Banner Signs, within the CCO district. In addition, it has been requested to review the adopted standards for sandwich board signs.

The following proposed regulation amendments are the result of the discussions had during the CCA Physical Improvements Committee meeting on Tuesday, February 9, 2016.

Temporary Banner & Sandwich Board Signs

Temporary Banner Signs

In the Zoning Ordinance, a Banner Sign is defined as “a sign made of fabric or any non-rigid material with no enclosing framework.” This definition includes:

- Wall mounted banners
- “Feathers” (ground mounted banners that are similar to a tall vertical flag)

Proposed Temporary Banner Regulations:

- Maximum Size: 32 square feet*
- Maximum Height: 15 feet*
- Type of Sign Permitted: Plastic or Fabric*
- Setback Requirement: Shall not be placed in the right of way.
- Permit Required: Yes (30 days/permit)
- Max. Permits Per Year: 4 (120 days)

Sandwich Board Signs

Currently, the Zoning Ordinance stipulates that sandwich board signs must be portable and free-standing in design. In the CCO district only, sandwich board signs must be:

- Constructed using high-quality materials;
- Placed on an improved, pedestrian-oriented surface;
- Located within eight (8) feet of the pertaining establishment’s main entrance; and
- Permitted outdoors only during business hours.

However, the district regulations do not specify how many sandwich board signs are permitted per business establishment. As such, the Physical Improvements Committee is proposing revised regulations to address this omission and to adjust the amount of square footage allowed per establishment.

Proposed Sandwich Board Sign Regulations:

- Maximum Size: ~~16~~ 12 square feet
- Number Permitted Per Establishment: 1 per entrance, total between all sandwich board signs not to exceed 12 square feet.



Banner Sign Samples



“Feather” Sign Sample



Sandwich Board Sign Sample

Objective of Overlay District

To design standardize signage regulations which encompass the entire Center City Authority. These standards work to achieve an improved future aesthetic while accounting for the uniqueness of the business district. They are designed to meet the goals and objectives of the CCA and the existing signage zoning ordinance of the City.

Ground (Freestanding) Signs

> Regulation Explanation

- Prohibit pole-mounted ground signs throughout the entire Center City Authority and require that all new ground signs be monument signs constructed using high quality materials.
- Provide a height maximum which allows for sight clearance over vehicles and snow piles while still maintaining sign heights which will be below the street tree canopy.
- Provide corner lots with one additional ground sign on the secondary frontage.

> Proposed Regulations

| Ground Signs | | | | |
|---------------------|--------------|----------------|------------------|-------|
| Zoning District | Maximum Area | Maximum Height | Number Permitted | Notes |
| Center City Overlay | 60 sq. ft. | 12 ft. | 1 | A, B |

- [A] Ground signs must be monument style signs constructed with a base using decorative stone, brick, or enhanced concrete.
- [B] For sites with more than one street frontage (e.g. corner lots, through lots): an additional ground sign may be permitted facing the secondary frontage provided it does not exceed 30 sq. ft. (Half of the maximum square footage of the primary ground sign).

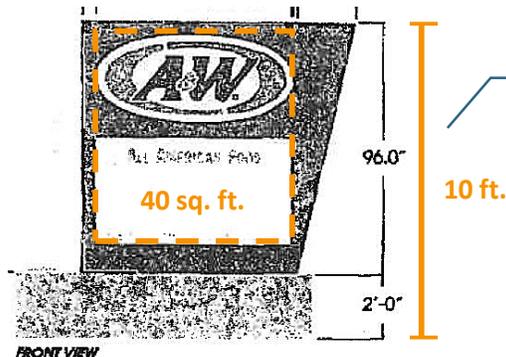
> Illustrative Graphics



Existing Monument Sign in CCA.



Existing Monument Sign in CCA in winter.



A&W Monument Sign
The current A & W ground mounted size within the CCA exemplifies the proposed ground signage standards.

Wall Signage

> Regulation Explanation

- Account for developments which hold multiple businesses in a single building.
- Provide large tenants with a mechanism for allowing additional wall signage.
- Provide corner lots with additional wall signage.

> Proposed Regulations

| Wall Signs | | | | |
|---------------------|--------------|---|------------------|------------|
| Zoning District | Maximum Area | Maximum Height | Number Permitted | Notes |
| Center City Overlay | 100 sq. ft. | The top of the wall sign shall not be higher than the lowest point of the roof (e.g. eaves) or higher than a parapet. | Not Specified. | A, B, C, D |

- [A] Where multiple businesses or office establishments are located in a single building with common, exterior entrances, the total area of all signs on the parcel may be increased by four (4) square feet for each additional establishment, up to a maximum of thirty-two (32) additional square feet.
- [B] Where multiple businesses or office establishments are located in a single building and each has its own exterior entrance, each establishment will be allowed wall signage of 2.0 square feet of wall signage for every lineal foot of tenant lease building frontage, up to a maximum of 100 square feet per tenant. This shall be measured on the face of the building which contains the main entrance to the establishment.
- [C] Business establishments of 30,000 square feet or more of usable floor area may be allowed wall signage of 2.0 square feet for every lineal foot of tenant lease building frontage, which shall be measured on the face of the building which contains the main entrance, up to the amount indicated in the following schedule:

| Allowed Wall Signage for Large Scale Establishments | |
|---|---------------------------|
| Usable Floor Area | Wall Signage Maximum Area |
| 30,000-39,999 sq. ft. | 200 sq. ft. |
| 40,000-49,999 sq. ft. | 240 sq. ft. |
| 50,000+ sq. ft. | 280 sq. ft. |

- [D] For sites with more than one street frontage (e.g. corner lots, through lots): additional wall signage may be permitted facing the secondary frontage(s) provided it does not exceed 50% of the permitted square footage. **For additional secondary frontage signage, one single sign may be no more than 100 square feet.**

Projecting and Sandwich/Board Signs

> Regulation Explanation

Projecting Signs

- Must be constructed using high-quality materials, including metal or wood. Plastic projecting signs will not be permitted.
- Must be oriented towards pedestrian traffic.

Sandwich Signs

- Must be free-standing in design.
- Must be constructed using high-quality materials, including metal or wood.
- Cannot be permanently fixed to the ground, a pole, or other object.
- Must be placed within 8 ft. of the main business entrance on an improved pedestrian oriented surface.
- May only be placed outdoors during business hours and must be placed inside during non-business hours.

> Proposed Regulations

| Projecting Signs | | | |
|----------------------|--------------|---------------------|------------|
| Zoning District | Maximum Area | Number Permitted | Notes |
| Center City Overlay | 12 sq. ft. | 1 | A |
| Sandwich/Board Signs | | | |
| Center City Overlay | 16 sq. ft. | 1 per establishment | B, C, D, E |

- [A] Projecting signs shall be permitted provided they are oriented towards pedestrian traffic and have a minimum clearance of eight (8) feet.
- [B] Sandwich/**board** signs must be portable, free-standing in design and cannot be permanently fixed to the ground, a pole, or other object.
- [C] Sandwich/**board** signs must be constructed using high-quality materials including metal, plastic, wood, **composite** or hardboard (chalkboard or dry erase).
- [D] Sandwich/**board** signs must be placed on an improved, pedestrian oriented surface and must be located within 8 feet of the establishment’s main entrance. Sandwich/**board** signs shall not obstruct pedestrian access.
- [E] Sandwich/**board** signs are only permitted outdoors during business hours. Sandwich/**board** signs must be removed from the pedestrian walkway and placed inside the establishment during non-business hours.

> Illustrative Graphics



Sample Projecting Signs



Sample Sandwich Signs