

CHARTER TOWNSHIP OF GARFIELD
PLANNING COMMISSION MEETING

Wednesday, September 14, 2016 @ 7:00 pm
Garfield Township Hall
3848 Veterans Drive
Traverse City, MI 49684
Ph: (231) 941-1620

A G E N D A

Call Meeting to Order

Roll Call of Commission Members

1. Review and Approval of the Agenda - Conflict of Interest
2. Minutes
 - a. August 10, 2016 - Regular Meeting
3. Correspondence
 - a. Letter and Survey from West Crown Neighborhood
 - b. Letter from Dorothy and Bruce Grow
 - c. Letter from Haggard's Plumbing and Heating
4. Reports
 - a. Township Board
 - b. Planning Commissioners
 - c. Planning Department -
 - i. Buffalo Ridge PUD - Violation update
 - ii. Ridges at 45 - Administrative Amendment
5. Business to Come Before the Commission
 - a. PD 2016-55 - Bill Marsh Tech. Center - SUP Public Hearing
 - b. PD 2016-56 - Crown PUD Amendment - Public Hearing
 - c. PD 1016- 52 - Continue discussion Grand Traverse Mall - Comprehensive Sign Plan
6. Public Comment
7. Items for Next Agenda
 - a. To be Determined
8. Adjournment

Joe Robertson, Secretary
Garfield Township Planning Commission
3848 Veterans Drive
Traverse City, MI 49684

Garfield Township will provide necessary reasonable auxiliary aids and services, such as signers for hearing impaired and audio tapes of printed materials being considered at the meeting to individuals with disabilities upon the provision of reasonable advance notice to Garfield Township. Individuals with disabilities requiring auxiliary aids or services should contact Garfield Township by writing or calling Lanie McManus, Clerk, Ph: (231) 941-1620, or TDD #922

**CHARTER TOWNSHIP OF GARFIELD
PLANNING COMMISSION MEETING
August 10, 2016**

Call Meeting to Order: Chair Racine called the meeting to order at 7:00pm at the Garfield Township Hall, 3848 Veterans Drive, Traverse City, MI 49684.

Roll Call of Commission Members:

Present: Chris DeGood, Kit Wilson, John Nelson, Pat Cline, Joe Robertson, and John Racine

Absent and Excused: Gil Uithol

Staff Present: Rob Larrea

1. Review and Approval of the Agenda – Conflict of Interest (7:01)

Wilson moved and Cline seconded to approve the agenda as presented.

Yeas: Nelson, Wilson, DeGood, Cline, Robertson, Racine

Nays: None

2. Minutes (7:001)

a. July 13, 2016 Special Meeting Minutes

Nelson moved and DeGood seconded to adopt the Special Meeting Minutes of July 13, 2016 as presented.

Yeas: Nelson, DeGood, Cline, Robertson, Wilson, Racine

Nays: None

b. July 13, 2016 Regular Meeting Minutes Nelson/Wilson

Nelson moved and Wilson seconded to approve the minutes of July 13, 2016 as presented.

Yeas: Nelson, Wilson, Cline, DeGood, Robertson, Racine

Nays: None

3. Correspondence (7:02)

a. Sherry McNamara - email

4. Reports (7:02)

Township Board Report

No report

Planning Commissioners

No reports

Planners Report

Larrea reported that progress is slow on the Lucky's Market matter and an agreement is pending after meeting with the applicant and attorneys.

5. Business to Come Before the Commission**a. PD 2016-50 Crown PUD – Continued Discussion**

The applicant has requested to omit all consideration of 2400 East Crown Drive from the amendment request. The applicant now proposes to build four transient stay and play units at 2420 West Crown Drive within the Crown Townhouse Condominium and in close proximity to the pro shop and Mulligan's Restaurant. Tom Piehl, Architect, representing the Crown Development said they only wish to apply for an amendment to the property at 2420 West Crown Drive. The proposed building will be used as a stay and play use. The architecture would fit in with the development and the only accessory use would be the golf course. The building may be two stories with two units on the bottom floors and two units on the top floors. He feels that this location is better because of its proximity to other public buildings such as the restaurant and the pro shop. In the long term, Building B may also be used for a stay and play if the use is successful. They propose to dedicate eight parking spaces for the use. The applicant will provide building plans before the Public Hearing. Commissioners shared concerns with the use, the definition of a stay and play in the ordinance and what the off season use may look like. Larrea added that once this use is of a transient nature, it becomes a commercial use.

Nelson moved and Robertson supported THAT revised application SUP 1990-10-L for a Major Amendment to the Crown PUD be scheduled for a public hearing on September 14, 2016.

*Yeas: Nelson, Robertson, Wilson, Cline, DeGood, Racine
Nays: None*

b. PD 2016-51 Bill Marsh Tech Center – SUP Introduction

The application requests a special use permit to allow the construction of a 2,400 square foot used vehicle sales office on the property at 1780 Barlow Street. Automobile dealerships can be authorized by special use permit in the I-G (General Mixed-Use Industrial Business) District. The application also proposes a 3,800 square foot addition to an existing body and repair shop. Chris Dittenbir of Peninsula Construction talked about the project and discussed commissioner concerns regarding a large Mountain Ash on site. Commissioners proposed an island around the tree or use it for stormwater use. Larrea recommends that commissioners look at the location of the tree and come prepared to the Public Hearing to determine the best action to be taken for the tree.

Robertson moved and Nelson seconded THAT revised application SUP-2016-03 to authorize automobile sales at 1780 Barlow Street be scheduled for a public hearing on September 14, 2016.

Yeas: Robertson, Nelson, Cline, Wilson, DeGood, Racine
Nays: None

c. PD 2016-52 – Grand Traverse Mall – Comprehensive Sign Plan

A proposed comprehensive sign plan for the Grand Traverse Mall is the first application for a CSP under the township's recently adopted zoning ordinance. If underlying zoning does not permit the desired signs, then approval may be sought as a CSP. Pete Lastins and Tiffany Kline representing Rouse Co., the owners of the Grand Traverse Mall said that their CSP is based on wall size, visibility, and what others in the business are doing right now. They determined that there were three levels of tenants defined by square footage and posted a graphic on an easel.

Pete Lastins representing Rouse Co. said they are asking for more exterior signage on the back of the building as well as wayfinding signage. Lastins said this was the industry standard for mall signage but said that no retailer had requested any extra signage. Commissioners discussed the proposed signage and determined that much of the signage exceeds the requirements of the Zoning Ordinance and that Rouse Co. may have difficulty proving that more signage is needed according to township standards. Commissioners also had issues with the placement of signage on the back of the building. Larrea suggested taking this application one step at a time and determining which signage was important. He will provide some sort of inventory on what signage is in place at the mall at the present time and will also look the what signs are permitted to provide more direction for both the applicant and the Planning Commission.

7. Public Comment (8:12)

Ken Rosowski of West Crown Drive said he surveyed the West Crown neighborhood and most residents are against the proposed stay and play use.

8. Items For Next Agenda (8:15)

a. To be determined

9. Adjournment

Nelson moved to adjourn the meeting at 8:19pm.

Joe Robertson, Secretary
Garfield Township Planning
Commission
3848 Veterans Drive
Traverse City, MI 49684

Garfield Township Planning Commission
Charter Township of Garfield
3848 Veterans Drive
Traverse City, MI 49684

Re: Stay & Play proposal located at W. Crown Dr.

Chairman Racine,

Please review the attached information.
For the reasons identified the West Crown Neighborhood asks that
you reject the Stay & Play /proposed changes to the Crown PUD at
your next regularly scheduled meeting in September 2016.

Sincerely,
West Crown Neighborhood

West Crown Neighborhood Survey
Regarding proposed Stay & Play units
Conducted 8/9 & 8/10/16

Since very few, if any, of the West Crown residents were formally notified of the change of location of the proposed Stay & Play from East Crown to West Crown a survey was conducted pertaining to resident reaction of the proposal. The results of the survey are as follows:

84% of the residences on West Crown responded (27/32)

<u>Yes</u>	<u>Not Sure</u>	<u>No</u>	
3	2	22	'No's' represented 81% of the respondents

Concerns noted:

- East Crown residents rejected Stay & Play proposal previously- we have the same concerns that they presented. (See attached)
- Noise levels from party groups.
- Winter would bring increased snowmobile traffic to the neighborhood as units could be rented for winter activities.
- Lack of defined security / supervision/ parking.
- Potential of trespassing on private property.
- We thought this was a residential community when we purchased our home.
- Hotels are available down the road.
- Potential negative impact on property values.
- We purchased our new home in 2016 knowing that there were no short-term rentals in the area. We feel betrayed if we end up in close proximity to short term rentals where renters have no investment or appreciation of the behaviors and values of our close-knit group of proud homeowners.
- Will the units contribute to future Association fees?

Submitted on behalf of the West Crown Neighborhood by:

Ken & Joanne Brzozowski

2582 W. Crown Dr.

269-598-0812

July 1, 2016

Garfield Township Planning Commission
Charter Township of Garfield
3848 Veterans Drive
Traverse City, MI. 49684

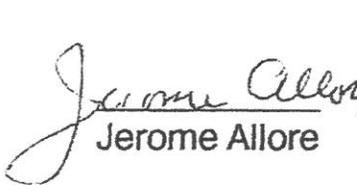
Chairman Racine:

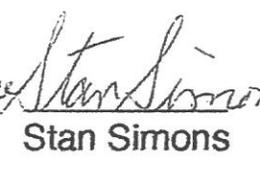
The Crown Ridge Condominium Association board, which represents 24 condo owners on East Crown Drive, has voted to oppose developer Rick Grizzel's request for changes to the Crown PUD. The requested changes to the PUD would allow the developer to build and operate a hotel on the property in question which we believe would be an inappropriate use of the land for the following reasons:

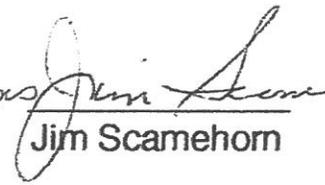
1. The operation of a hotel for transients, renting for short terms, is inconsistent with the residential nature of our neighborhood and was never considered when the PUD was written and approved. Our condo by-laws prohibit short-term rental of our own units.
2. The developer has not provided a business plan or any significant details to the Crown Ridge residents or the Planning Commission as to how the hotel will be operated, funded or policed. Such details should be provided in writing to all interested parties.
3. The developer's proposal envisions using East Crown Drive, a private road maintained by the 3 Crown condo associations, as access to the proposed facility but he has not presented a plan to deal with increased traffic on the road nor offered to reimburse the associations for maintenance costs of the road.
4. A survey of East Crown Drive residents, which has been submitted to the Planning Commission, indicates that a majority of the residents are opposed to the PUD change that would allow this development.

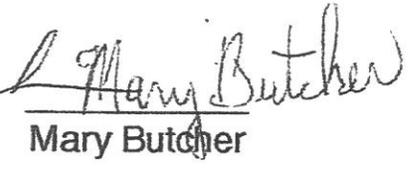
For these reasons the Crown Ridge Condominium Association asks that you reject the proposed changes to the Crown PUD at your next regularly scheduled meeting in July 2016. Under the existing PUD the developer already has a number of potentially viable options for use of the property. We would appreciate your prompt resolution of this matter. Thank you.

Sincerely,
Crown Ridge Condominium Association Board
% Grandville Management
310 W. Front St.
Traverse City, MI. 49684


Jerome Allore


Stan Simons


Jim Scamehorn


Mary Butcher


David Stout

To: Garfield Township Planning Commission

From: Dorothy and Bruce Grow,

2530 West Crown Drive, Traverse City MI 49685

Date: September 8, 2016

Bruce and I bought our newly built condo on West Crown Drive in May 2016. We have a fantastic eastern view of the tenth green and the eleventh tee box. We are the first home on West Crown Drive with no homes to be built to the south or west of us. We thought this would be the perfect site.

Now, we have come to find that the yet-to-be-built four-plex condo 500' to the east of us, may become a short term rental if approved by the township. If approved, our perfect site will become a nightmare. Garfield Township officials and residents are fully aware of the partying, disturbances and problems that accompany short term rentals, especially when located within already established residential neighborhoods. If Garfield Township approves this "Stay-an-Play" within the Crown, it will be like reversing its recent decision to tighten up on illegal short term rentals.

Bruce and I are the closest residents and most negatively affected by this possible change. We will no longer be able to sit our elevated outdoor deck and enjoy our peaceful surroundings. Instead, as history shows, we will be forced to witness loud parties, irresponsible behavior and over crowding by non-residential renters. **We ask you to honor the wishes of the vast majority of Crown residents and do not approve short term rentals in our neighborhood.**

Haggard's

PLUMBING and HEATING

"Business of Quality and Service"

"Charlevoix-the-Beautiful"

haggardsinc@hotmail.com

Date: August 29, 2016

To: Garfield Township Hall
3848 Veterans Dr.
Traverse City, MI 49684

Re: Special use permit to allow the construction of a 2,400 square food used vehicle salvage office Parcel# 05-014-036-00

To whom it may concern:

Upon reviewing the above Notice of Public Hearing of Appeals, I would like to express my support with the above request of the owner. Haggard's Plumbing & Heating is not at all opposed to the changes of their property, and/or the request to Zoning Board. If a property owner is fortunate enough to have the ability and the resources in this time of economical struggles to either build and/or improve their existing property, we would like to see their request granted. It would prove positive for the local, county, state and country to do all we can to improve and promote growth in any way possible.

Sincerely,

Haggard's Plumbing & Heating

Special Use Permit Request - Public Hearing

 Charter Township of Garfield Planning Department Report No. 2016-55		
Prepared:	September 7, 2016	Pages: 1 of 2
Meeting:	September 14, 2016 – Planning Commission	Attachments: <input checked="" type="checkbox"/>
Subject:	Bill Marsh Tech Center	
Applicant:	Peninsula Construction	
Owner:	Marsh Brothers Holding Co LLC / Marsh Automotive Group INC	
File No.	SUP-2016-03	
Parcel No.	05-014-036-00	

SUBJECT PROPERTY:

1780 Barlow Street, at the site of the existing Bill Marsh Paint Center and Auto Body Repair shop. (See property map on following page).

PURPOSE OF APPLICATION:

The application requests a special use permit to allow the construction of a 2,400 square foot used vehicle sales office on the subject property. Automobile dealerships can be authorized by special use permit in the I-G (General mixed-use industrial business) district. The application also proposes a 3,800 square foot addition to an existing body and repair shop.

STAFF COMMENT:

This application was introduced on August 10, 2016 and a public hearing was scheduled for September 14, 2016.

At this time, the application remains unchanged. As described in the original application, the proposed sales office is presented as complementary to the body shop and detailing business. The proposed office will function as a used car sales and finance business which sells reconditioned vehicles. Therefore, the existing uses on the site could be used to prepare the vehicles for sale.

The application describes that 10-20 vehicles will be sold on a monthly basis, and there are three designated display spaces on the site plan. Any future proposed increases in sales volume or display area would require an amendment.

ACTION REQUESTED:

The first purpose of the meeting will be to invite public comment on the application. Following that, if the Planning Commission is prepared to act on the application, it would be appropriate to direct Staff to prepare findings in support of an anticipated decision. If the Planning Commission would like, the findings and motion could be brought back for consideration at the September 28, 2016 work session meeting.



Parcel Map

Legend

Parcel_2016

The map is based on data obtained prepared by Garfield Township. The Township does not warrant, endorse, or provide the information on the map is not geographically accurate. Aerial photos are subject to change of when your property lines are issued.

Garfield Charter Township
 3848 Veterans Drive
 Traverse City, MI 49684
 Phone: 231.941.1620
 Fax: 231.941.1688
www.garfield-twp.com



NOT A LEGAL SURVEY

Garfield Township Planning Dept. 8/3/2016

Attachments: Application impact statement and site plan packet

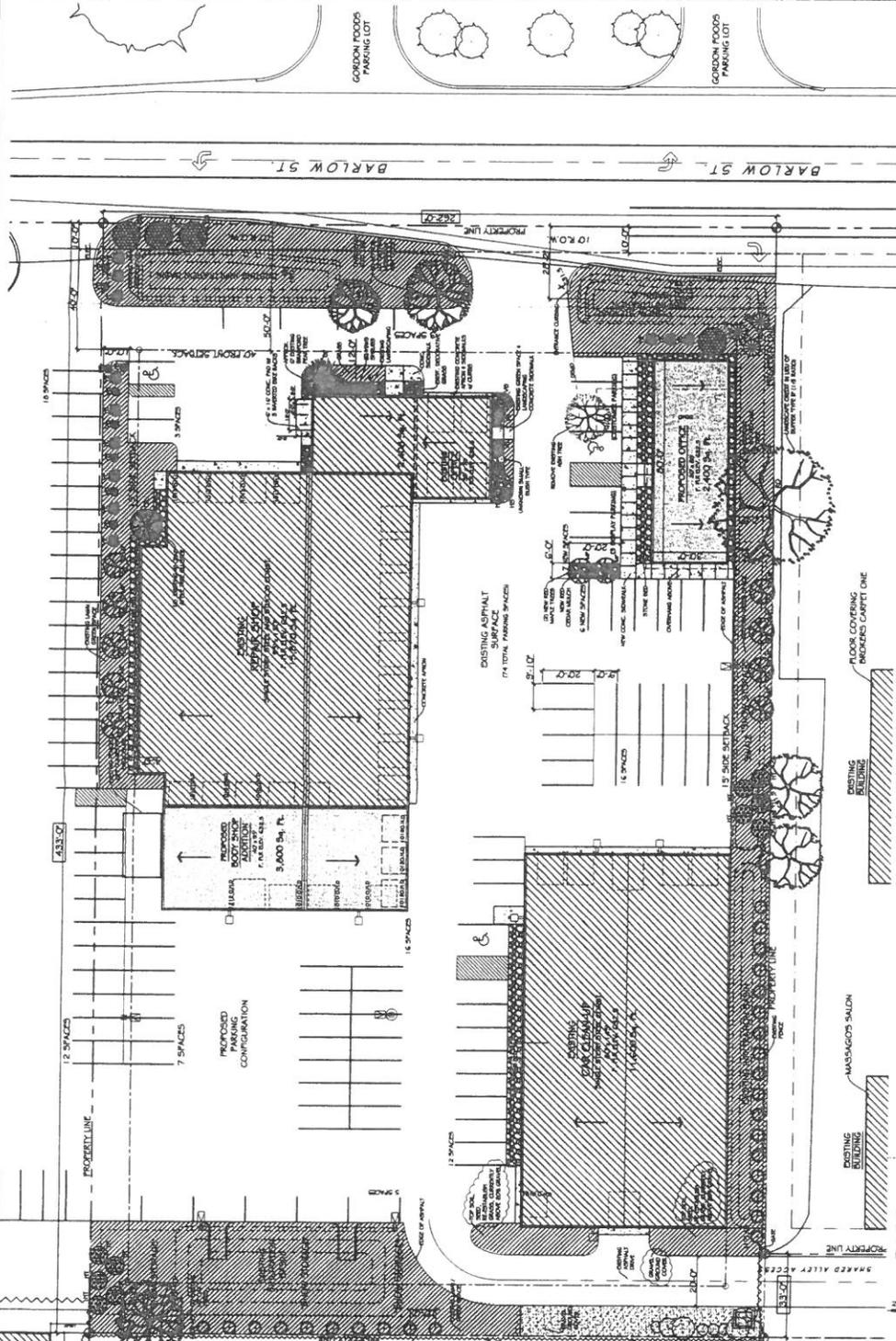


BILL MARSH TECH CENTER
 JOB NAME
 1700 BARLOW ST
 TRAYBIDE CTR., MI 48065
 LOCATION

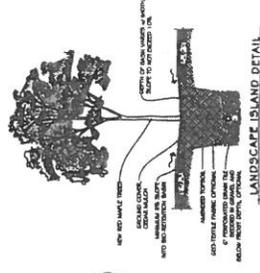
THIS DRAWING HAS BEEN PREPARED BY PENNINGTON CONSTRUCTION & DESIGN, INC. IN ACCORDANCE WITH THE PROFESSIONAL SEAL AND LICENSE OF THE ARCHITECT. THIS DRAWING IS THE PROPERTY OF PENNINGTON CONSTRUCTION & DESIGN, INC. AND IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF PENNINGTON CONSTRUCTION & DESIGN, INC.

DATE	PROJECT	SCALE	SHEET
7/11/2016	BARLOW	1" = 20'-0"	0000
7/11/2016	BARLOW	1" = 20'-0"	0000

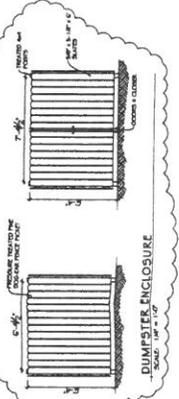
SPECIAL USE PERMIT
 SHEET | C3



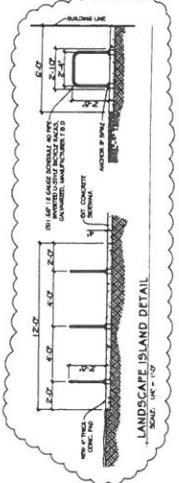
SITE PLAN - LANDSCAPING
 SCALE: 1" = 20'-0"



LANDSCAPE ISLAND DETAIL
 SCALE: 1/4" = 1'-0"



DUMPSTER ENCLOSURE
 SCALE: 1/4" = 1'-0"



LANDSCAPE ISLAND DETAIL
 SCALE: 1/4" = 1'-0"

LANDSCAPE LEGEND:

KEY	SYMBOL	PLANT NAME	PLANT TYPE
1	(Symbol)	RED OAK	DECIDUOUS TREE
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100	(Symbol)	DOGWOOD	DECIDUOUS TREE

IRRIGATION/LANDSCAPING:
 ALL PLANTING SHALL RECEIVE UNDERGROUND IRRIGATION.
SNOW STORAGE:
 AFTER 3.5' MAX. SNOW STORAGE SHALL BE 3' MAX. STORAGE AREA.
PARKING LOT LANDSCAPING:
 10' WIDE STRIP OF PLANTING TO BE INSTALLED ALONG PERIMETER OF ALL PARKING SPACES.
 10' WIDE STRIP OF PLANTING TO BE INSTALLED ALONG PERIMETER OF ALL PARKING SPACES.
 10' WIDE STRIP OF PLANTING TO BE INSTALLED ALONG PERIMETER OF ALL PARKING SPACES.

LANDSCAPE BUFFER MATRIX:

SIZE	TYPE	RECYCLED	EXISTING	CREDIT	PROPOSED
10' x 10'	C	10' x 10' x 10'			
10' x 15'	C	10' x 15' x 10'			
15' x 15'	C	15' x 15' x 15'			
15' x 20'	C	15' x 20' x 15'			
20' x 20'	C	20' x 20' x 20'			
20' x 25'	C	20' x 25' x 20'			
25' x 25'	C	25' x 25' x 25'			
25' x 30'	C	25' x 30' x 25'			
30' x 30'	C	30' x 30' x 30'			
30' x 35'	C	30' x 35' x 30'			
35' x 35'	C	35' x 35' x 35'			
35' x 40'	C	35' x 40' x 35'			
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85' x 90'	C	85' x 90' x 85'			
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95' x 100'	C	95' x 100' x 95'			
100' x 100'	C	100' x 100' x 100'			

		Charter Township of Garfield	
		Planning Department Report No. 2016-56	
Prepared:	September 7, 2016	Pages:	1 of 2
Meeting:	September 14, 2016 – Planning Commission	Attachments:	<input type="checkbox"/>
Subject:	Major Amendment Request – Crown PUD		
Applicant:	Tom Piehl, Architect, PLC		
Owner:	Green Hills Inc		
File No.	SUP-1990-10-L - Crown Transient Residential Dwellings		

SUBJECT PROPERTY:

The subject parcel is within the Crown Planned Unit Development (PUD) on West Silver Lake Road. The PUD has an underlying zoning of A-1, Agricultural.

PURPOSE OF APPLICATION:

The application requests approval to construct four "stay and play" dwelling units within the Crown PUD. The application is considered a major amendment to the PUD, which requires a Planning Commission recommendation and eventual approval or denial by the Township Board.

HISTORY OF APPLICATION:

- May 11, 2016. The application was introduced as an amendment to remove the existing clubhouse building at East Crown Drive and replace it with a new structure. The proposed facility would contain a new community gathering space and outdoor pool/spa, a project development office, and four "stay and play" dwelling units.
- June 8, 2016. A public hearing was held on the request but action on the request was not taken.
- July 13, 2016. The applicant presented proposed changes to the application in response to previous feedback. The primary change was to shift the stay-and-play units to West Crown Drive, in proximity to the primary golf course clubhouse and Mulligan's restaurant. However, it was unclear in the application that but came up during the meeting that the applicant still intended to rebuild the East Crown Drive facility as a part of the major amendment application. Do to this confusion and remaining concerns over allowing that use, the application was again postponed.
- August 10, 2016. The applicant presented a revised request to omit all consideration of 2400 East Crown Drive from the current amendment request. The full scope of the revised request is now to build four transient stay-and-play units at 2420 West Crown Drive, within the Crown Townhouse Condominium and close to the pro shop and Mulligan's Restaurant. The Planning Commission then scheduled a public hearing on the revised application for September 14, 2016.

ACTION REQUESTED:

The first purpose of this agenda item will be to invite public comment on the revised application. Following such, if the Planning Commission is prepared to make a recommendation to the Township Board, it would be appropriate to request Staff to prepare findings for consideration at a future meeting.

If the Planning Commission is not yet ready to make a recommendation on the matter, then any direction which could be provided to help the applicant move forward would be helpful.



Crown PUD Major Amendment Request

Legend

Parcel_2016

This map is based on digital data sources prepared by Garfield Township. The Township does not warrant, expressly or impliedly, that the information on this map is current or personally accurate. Always contact a surveyor to be sure of where your property lines are located.

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NOT A LEGAL SURVEY

Garfield Township Planning Dept: 9/7/2016

		Charter Township of Garfield	
		Planning Department Report No. 2016-52	
Prepared:	August 4, 2016	Pages:	1 of 4
Meeting:	August 10, 2016 – Planning Commission	Attachments:	<input checked="" type="checkbox"/>
Subject:	Review and discussion of draft Comprehensive Sign Plan		
Applicant:	Tiffany Kline, Progressive A.E.		
Owner:	Rouse Properties Inc		

**Update 9/8/2016. Note: this report remains unchanged from what was provided to the Planning Commission in August. This is because Staff feels that the questions posed below remain valid and unresolved.*

As requested by the Planning Commission in August, a sign inventory of existing signs within the mall is now attached.

BACKGROUND:

This is a discussion of the format of a proposed Comprehensive Sign Plan (CSP) for the Grand Traverse Mall. This is the first application for a CSP under the Township's recently adopted zoning ordinance. (Please note that this meeting is for discussion of general content only and is not considered an introduction of the application.)

Staff has been working with the applicant for a number of months in an attempt to come to agreement on what a final application should look like. At this point, we have decided to request a Planning Commission discussion on what it would like to see in a Comprehensive Sign Plan. This should be considered as something of a conceptual review of the proposed sign plan.

If the Planning Commission feels that the information provided in this sign plan is adequate, then we can move on with an introduction. Alternately, Planning Commission concerns should be identified so that the applicant can address them and return for introduction.

STAFF COMMENT:

For the purpose of a Comprehensive Sign Plan, we first default to what is permitted in the underlying zoning district. If the underlying zoning district does not permit the desired signs, then approval may be sought as a CSP.

In this case, the underlying zoning is C-P Planned Commercial, Section 630.G of the ZO. In the C-P District:

(1) *Signs permitted as of right.*

(a) *One wall sign is permitted per exterior storefront. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two signs. The maximum wall*

sign area shall be the lesser of 100 square feet or 20% of the area to which the sign is attached.

- (b) One 100 square foot freestanding sign is permitted per public roadway that the development fronts on.*

(*Note: an exterior storefront is defined as a building wall and entryway which provides direct public access to a tenant's retail space from outside of the overall structure.)

(Section 630.G cont.)

- (2) Any proposed sign(s) not meeting the standards in Paragraph (1) above may be approved by the Planning Commission if the Planning Commission determines that all of the following standards are met:*
- (a) The proposed sign(s) shall be designed as an integral part of the development, with letter size and location proportional to the overall design.*
 - (b) The Planning Commission determines that the maximum sign standards of the C-P district do not provide for the reasonable use of the planned shopping center.*
 - (c) The proposed sign(s) is (are) appropriate for the site, compatible with surrounding land uses, and necessary for the reasonable use of the planned shopping center.*
 - (d) The permitted sign(s) is (are), in the determination of the Planning Commission, the minimum increase(s) necessary to ensure that the proposed sign(s) is appropriate in scale, bulk and location relative to the site and surrounding land uses.*
 - (e) All approved modifications from the required sign standards shall be specific to the sign(s) approved by the Planning Commission.*

Furthermore, per Section 630.K, Comprehensive Sign Plan, in lieu of the specific sign requirements of a particular zoning district, the Planning Commission shall have the authority to increase the maximum sign standards of this ordinance, subject to procedures of Section 630(K)(1)(b), below

- (a) The Zoning Administrator shall be the approval authority for a proposed Comprehensive Sign Plan in conformance with the regular sign standards of the applicable zoning district.*
- (b) The Planning Commission shall be the approval authority for a Comprehensive Sign Plan application which deviates from the specific standards of the applicable zoning district. In considering approval of such an application, the Planning Commission shall hold a public hearing and make appropriate findings that:*
 - (i) The maximum sign standards of the property zoning do not provide for the reasonable use of the parcel.*
 - (ii) The proposed modification is appropriate for the site, compatible with surrounding land uses, and necessary for the reasonable use of the parcel.*
 - (iii) The increase in permitted sign standards are, in the determination of the Planning Commission, the minimum increase(s) necessary to ensure that the proposed*

sign(s) is appropriate in scale, bulk, and location relative to the site and surrounding land uses.

(iv) All approved modifications from the required sign standards shall be specific to the sign(s) approved by the Planning Commission.

This procedure is somewhat unique because it requests approval for increases in allowable area (permissible by both the C-P District and as a CSP) for multiple signs at one (permissible by the Comprehensive Sign Plan). You will note that the standards of approval are very similar.

DISCUSSION POINTS:

While this is not intended to be a comprehensive list, the following bullet points outline some of Staff's ongoing concerns with this application as presented.

1. The proposed plan is quite heavy on the text, where it seems like a more graphic-oriented sign plan would be appropriate to eliminate confusion within the document. For example, on page three, paragraph 7 states that all tenants with an exterior wall may have a storefront sign. This is neither the intent of the C-P district, and it does not match the proposed exterior sign locations shown in the last pages of the plan. (*Note: this comment may be partially addressed via the revised sign plan which arrived at the office in the final stages of this writing*).
2. Also in the text are a number of descriptions such as tenant-landlord guidelines, fabrication and installation requirements, and other things which are not pertinent to the zoning ordinance and should not be included in the document.
3. The proposed sign plan essentially rewrites and ignores zoning ordinance definitions for the types of signs which have been found to be appropriate within the C-P District. For example, the Township defines a larger tenant with its own exterior entrance as a storefront tenant, while the proposed "tenant categories" plan bases this on the square footage of tenants.
4. Almost every sign on the proposed sign plan exceeds the requirements of the Zoning Ordinance. For example (see page 5).
 - a. All "Primary tenants" which could be related to the larger storefronts, are proposed to be allowed multiple signs not to exceed 200 square feet while the regular wall sign permitted for these signs is 100 square feet.
 - b. All "Secondary tenants" would be allowed up to 100-square feet, plus an additional 40-square feet if adjacent retail spaces are occupied by the same tenant.
 - c. All "Secondary tenants" with only interior frontage would be allowed up to 75-square feet even if they had no exterior entrance.
 - d. Proposed road pylon signs measure 200-square feet while the regular requirement is 100-square feet.
5. Despite multiple signs which exceed regular ordinance requirements, there is no written justification as to why larger and more signs should be permitted under the approval standards of Section 630.G and 630.K.

6. The packet requests several departures from the current zoning ordinance standards but does not specifically describe each request for relief. Staff has encouraged the applicant to create a list or narrative of some kind that will help guide them through the requested changes and departures. As an example: "*Store X*" is an exterior storefront which currently enjoys a 150-square foot primary sign and a 30-square foot secondary sign. The application requests a 200-square foot sign and this is justifiable because....").

RECOMMENDATION:

For an existing site such as the Grand Traverse Mall, it seems like it would be easiest to start with what is already on the walls as a baseline for allowable maximum square footage. For example, Target, Macy's, and J.C. Penney have larger signs than the bare minimum, but they are nowhere near the 200-square feet proposed by this sign plan. Furthermore, they are successful, long-term tenants who have not voiced concern about inadequate signage.

Based on the existing sign inventory, the plan could propose some increases based on demonstrated need and compliance with the increase standards by the zoning ordinance. However, an increase such as allowing each interior tenant its own exterior wall sign seems to push the envelope so much that approval would be more along the lines of a zoning ordinance amendment.

ACTION REQUESTED:

In order to help the applicant move forward, Planning Commission discussion on the above concerns and possible resolutions are requested.

GRAND TRAVERS WALL SIGNAGE

Date	Tenant	Twp Records Sign Size	Applicant's Submittal	Location	Photo No.	Sign Permit No.
5/14/91	J. C. Penny	84 sq. ft.	4' x 22' = 88 sq. ft.	West elevation wall per plans - Approved by ZBA 1991-12	1	No permit
5/14/91	J. C. Penny	129 sq. ft.	5' x 22' = 110 sq. ft.	South elevation wall per plans - Approved by ZBA 1991-12	2	No permit
5/14/91	Target	170 sq. ft.	6' x 31' = 186 sq. ft.	Main entrance - Approved by ZBA 1991-12	3	No permit
5/14/91	Target	170 sq. ft.	6' x 31' = 186 sq. ft.	East wall - Approved by ZBA 1991-12	4	No permit
6/22/2000	Old Navy	59.5 sq. ft.	4' x 14' = 56 sq. ft.	Exterior wall - ZBA approved 60 sq. ft. for Disc Jockey in ZBA 2000-04	5	PS 2014-044
4/18/2001	TJ Max	138 sq. ft.	6' x 23' = 138 sq. ft.	North exterior wall	6	No permit
9/18/06	Macy's	106 sq. ft.	6' x 22' = 132 sq. ft.	South exterior wall	7	PS 2006-025
9/18/06	Macy's	106 sq. ft.	7' x 25' = 175 sq. ft.	Southwest exterior wall	8	PS 2006-025
9/18/06	Macy's	106 sq. ft.	6' x 22' = 132 sq. ft.	Northwest exterior wall	9	PS 2006-025
9/11/13	Bagger Dave's	91 sq. ft.	4' x 12' = 48 sq. ft.	South exterior wall	10	PS 2013-097
3/29/16	CVS	59 sq. ft.	3' x 18' = 54 sq. ft.	South exterior wall	11	PS 2016-046
	Cinema			North exterior wall	12	No Permit
	Jonathon B	12 sq. ft.	1' x 12' = 12 sq. ft.	North exterior wall	13	No Permit

Photo # 1 - JC Penney West Elevation



Photo # 2 – JC Penney South Elevation

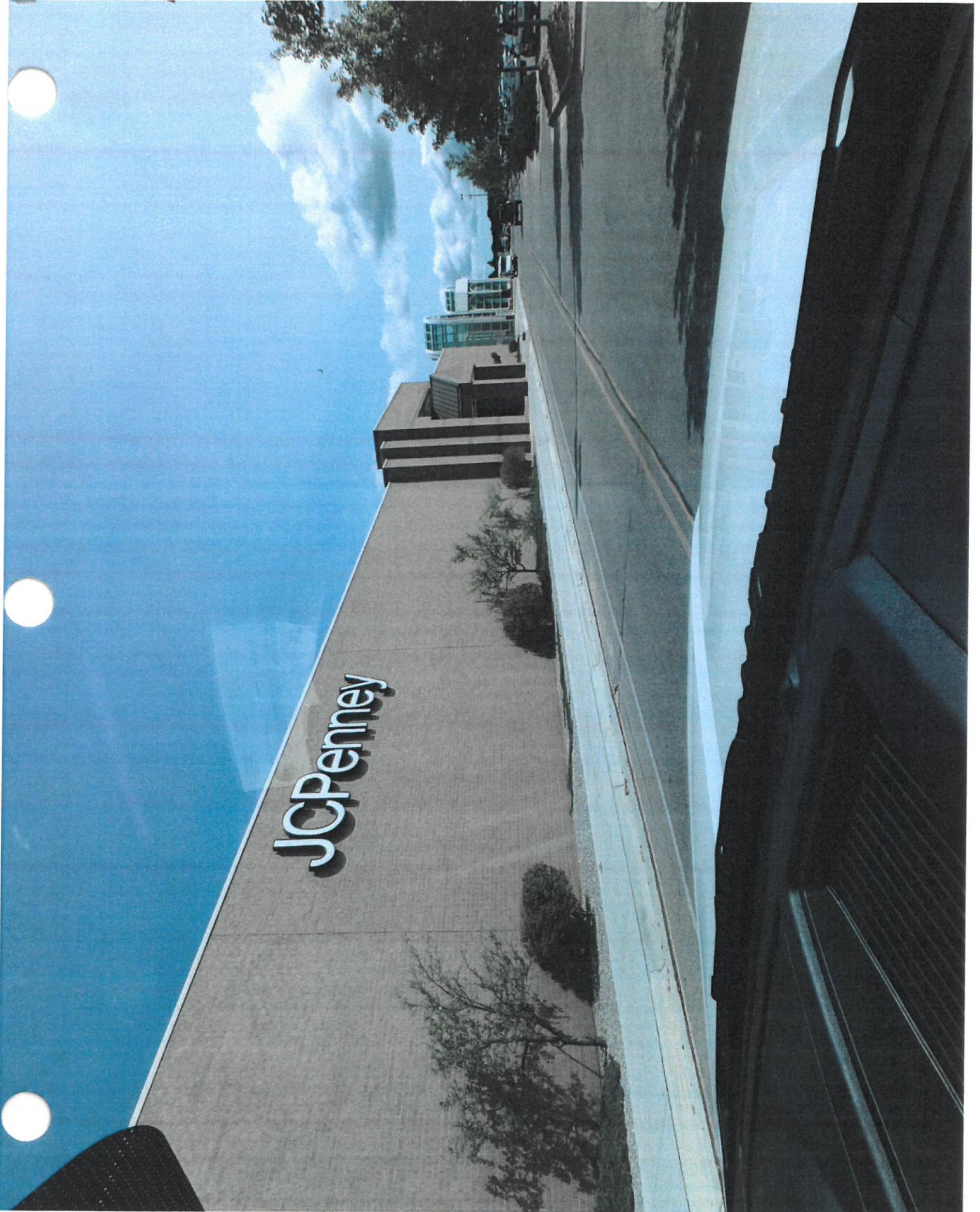


Photo # 3 – Target Main Entrance



Photo # 4 – Target East Elevation



Photo # 5 – Old Navy South Elevation



Photo # 6 – TJ Maxx North Elevation



Photo # 7 – Macy's Southeast Elevation

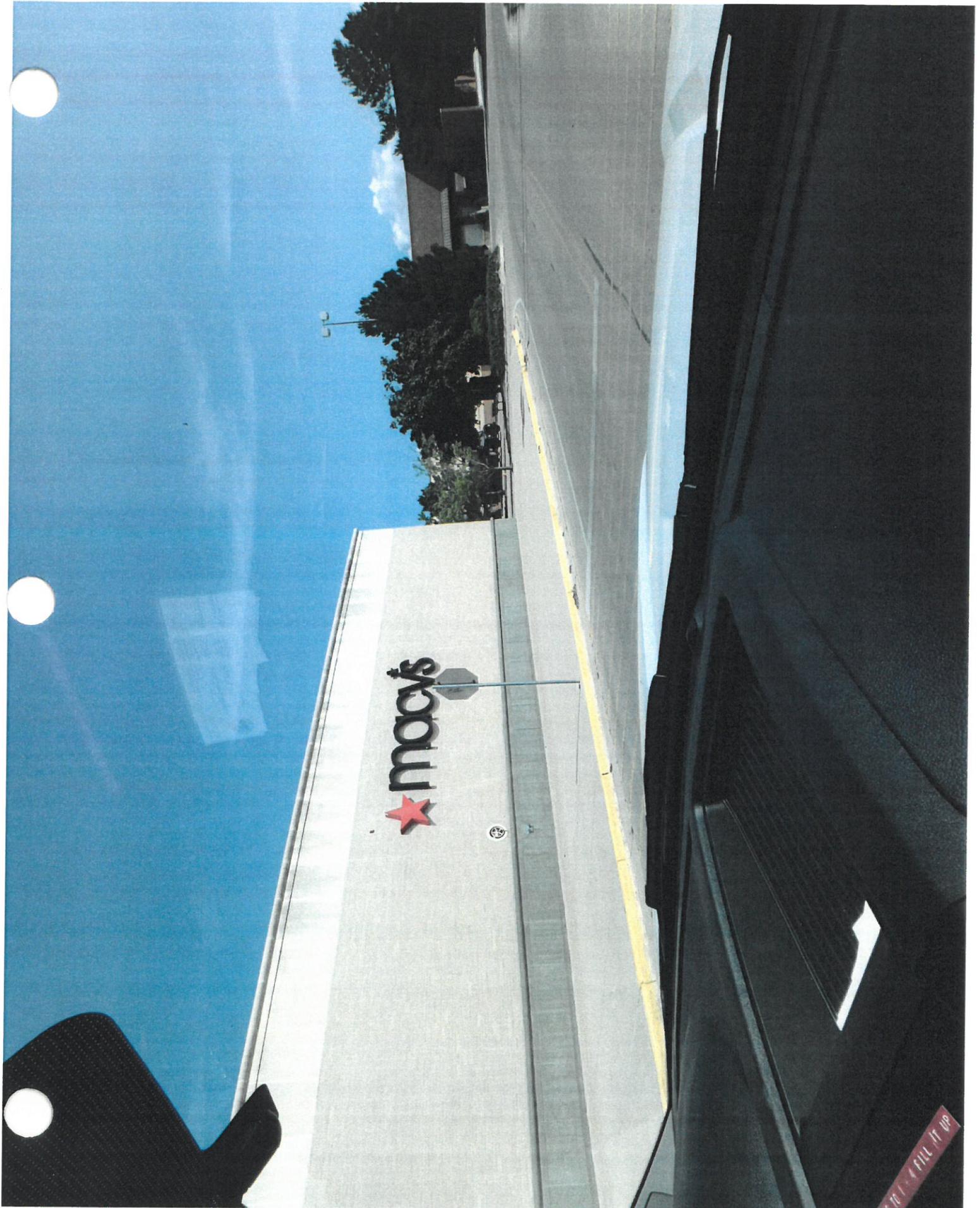


Photo # 8 – Macy's Southwest Elevation



Photo # 9 – Macy's Northwest Elevation

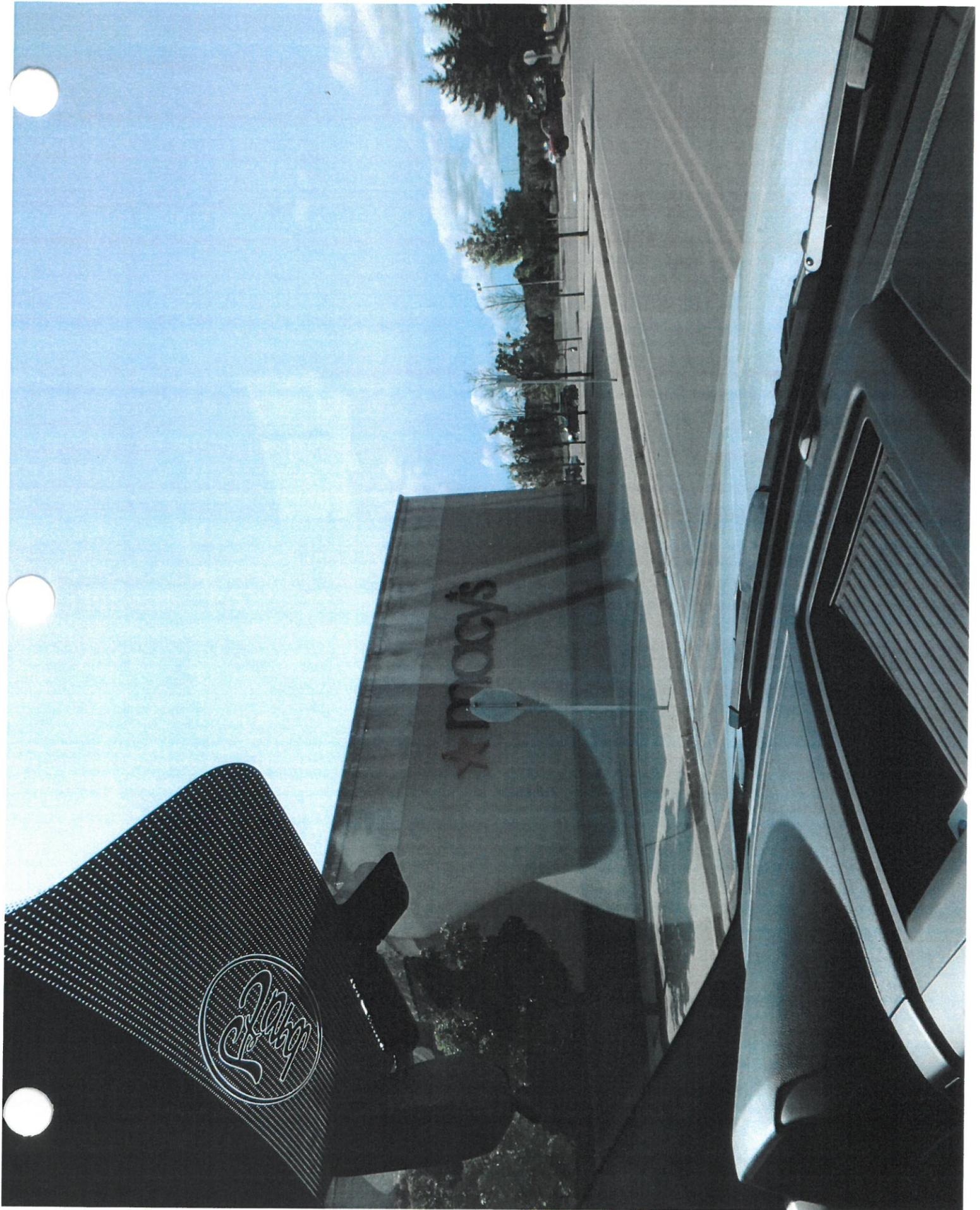


Photo # 10 – Bagger Dave's South Elevation

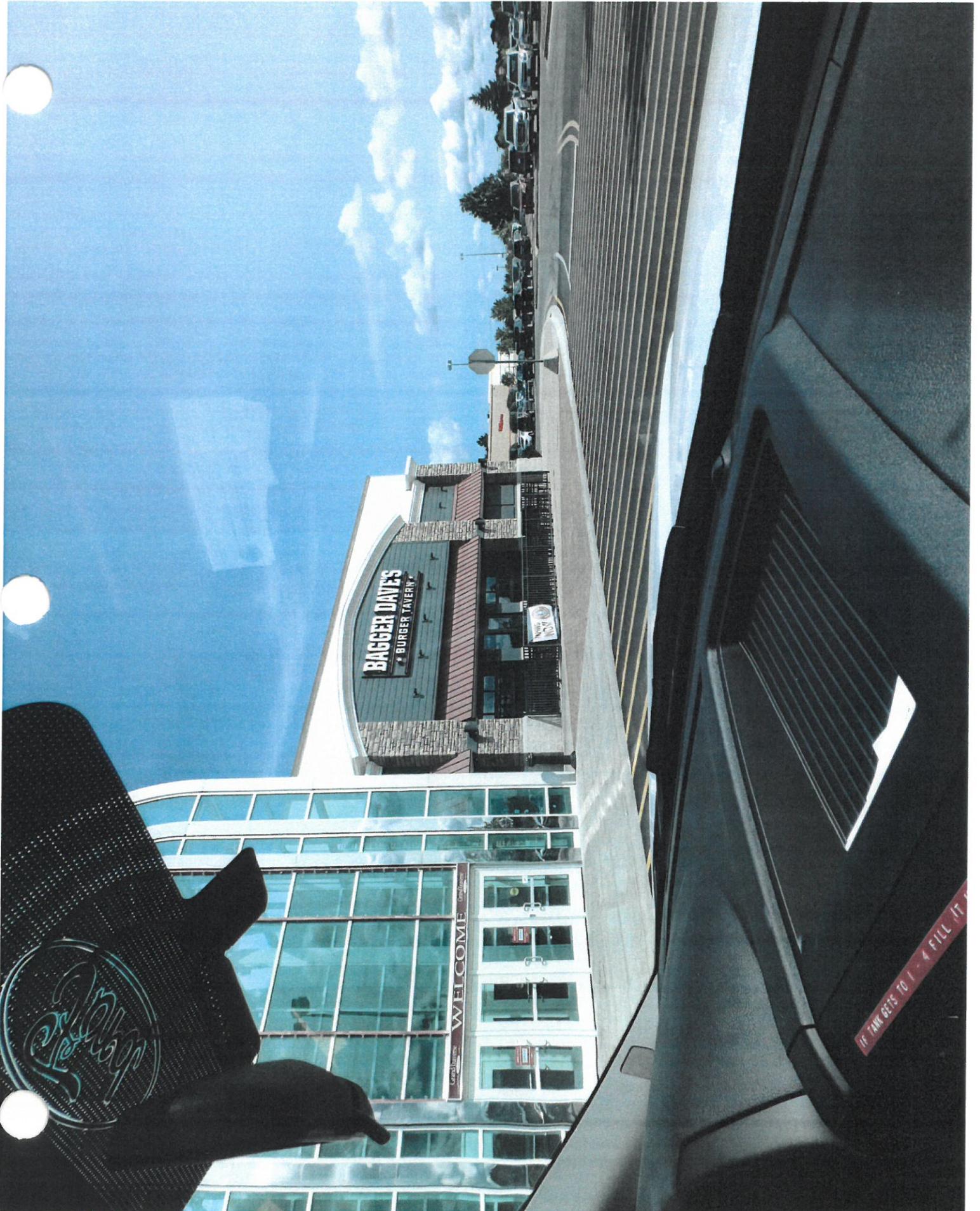


Photo # 11 – CVS South Elevation

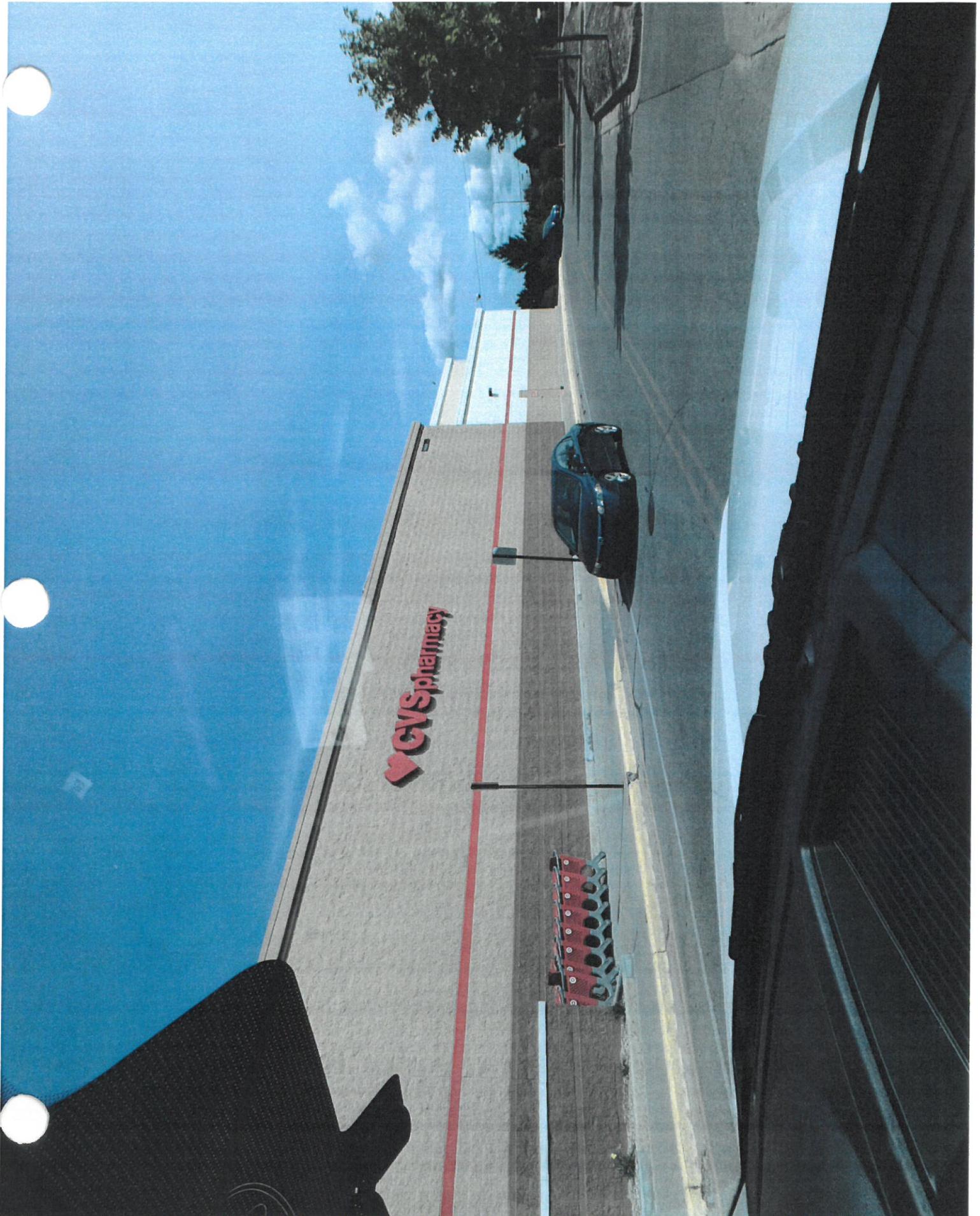


Photo # 12 – Cinema North Elevation



Photo # 13 – Jonathon B North Elevation

