



PLANNING COMMISSION  
Special Meeting  
July 29, 2021

A special Planning Commission meeting was held in the City Council Chambers, Petoskey, Michigan, on Thursday, July 29, 2021. Roll was called at 7:00 P.M. and the following were:

Present: Cynthia Linn Robson, Chairperson  
Betony Braddock (Via Zoom at Petoskey residence)  
Carolyn Dettmer  
Rose Fitzgerald  
Richard Mooradian  
Rick Neumann  
Ted Pall  
Kent Warner

Absent: Charles Willmott

Others: Tom Shanley, Kramer Management Group  
Shari Schult, McLaren Northern Michigan (Via Zoom)

Staff: Amy Tweeten, City Planner  
Sarah Bek, Executive Assistant  
Rob Straebel, City Manager

**Case #2-17 Amendment - Review and possible action on an amendment to the Campus Sign Plan for the McLaren Northern Michigan Master Site Facilities Plan**

Staff provided background on the sign request, including sign size and photos of the sign location from adjacent streets, parkland, the breakwater, and West Mitchell Street eastbound. She then noted the Sign Ordinance evaluation criteria.

Tom Shanley explained that the sign was proposed in recognition of a large donor.

Commissioners stated their concerns with the sign including the sign size, illumination, and height on the building making it visible from roadways and Little Traverse Bay. They also stated that approval of the Offield Family Pavilion sign was a compromise and had not expected to receive additional requests for donor signs; there should be a hierarchy of signs and how donors are recognized (e.g., family name versus first and last names); the hospital should not become a donor billboard and this request does nothing to aid campus wayfinding; the approved sign plan in place had allowed many directional signs while the sign ordinance expressly states as a purpose to minimize signs to what is needed to identify a business.

Commissioners noted the Sign Ordinance does not discuss donor recognition signs and the specific purpose statement of the ordinance #4 To encourage placement of signs that is consistent with the community's cultural, historical, and natural features; #5 To control the number of signs reasonably necessary to identify a business and its products and/or services; and #6 To maintain signs within a

reasonable scale and character relative to the buildings to which they relate. Direction provided was that the sign should be lower on the building, questioned if illumination was needed or if a free-standing sign similar to the Offield Family Pavilion was more appropriate as it provided significant recognition while standing out as different from other campus signs, that there should be a plan for donor sign hierarchy that included interior signage and consideration given for consistency in how donor names appeared. There was hesitancy by Commission to approve another donor sign without an understanding provided through a donor recognition plan.

Mr. Shanley noted that there are different levels of donor recognition and Ms. Schult commented that she was not sure what the conversation about the sign had been with the donor and she asked the Commission to postpone action until they could work with the donors on sign options.

The Commission agreed to postpone action and wants to see the current request incorporated into an overall donor sign plan that would amend the Master Site Facilities Plan Sign Plan.

The meeting was then adjourned at 7:55 P.M.

Minutes reviewed by Ted Pall, Vice Chairperson/Secretary