

City of Iron Mountain

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Special Meeting of the City Council, City of Iron Mountain, County of Dickinson, Michigan held on Monday, April 8, 2013 at 5:30 p.m. in the Council Room.

Presiding: Mayor Rosen

Present: Council Members Jacobetti, Moraska, Alessandrini, Villa & Farragh

Absent: Council Member Corombos

Also Present: Planning and Development Director Steve Mulka, City Manager Stanchina, Commissioner Badini, Commissioner Maki, Planning Chairperson Olson, Commissioner Villringer and Commissioner Ringel

Public Comment

None

New Business

Joint meeting with Iron Mountain Planning Commission for an informational review of the proposed 2013 Sign Ordinance

Mulka detailed the current sign ordinance and the proposed changes.

Mulka clarified the difference between a legal non-conforming sign and an illegal sign.

Benjamin Baker, owner of Baker Sign Company, objected to the prohibition of internally illuminated signs that utilize translucent backgrounds. Charlie De Moulin, Midwest Signs representative, conveyed the opinion that a sign ordinance should be color and content neutral. Mulka relayed that the Michigan Sign Guidebook supports the reduction of light pollution. Mulka stated that the proposed sign ordinance contains a clause requiring adherence to the Michigan State Highway Advertising Act. Rosen, Alessandrini and Moulin suggested that it would be preferable to limit the level of emitted lumens rather than the type of illumination.

Moulin offered the suggestion that the use of commercial banners could be regulated by allowing them to be placed two weeks prior to an event and require that they be removed one day after the event. He noted that there could be a maximum number of times per year that banners could be utilized at a particular location. Mulka explained that the current proposal would allow a banner to be in place seven days after an event. He added that the requirement for banners to be wall mounted is due to safety concerns. Benjamin Baker questioned the practice of approving banners as a temporary sign given the potential usage of staff time.

Bob Baker, W8062 Lake Antoine Road, asserted the opinion that the statement of purpose should be based on the furtherance of the business community.

Moulin raised the idea that a sign inventory could potentially identify non-assessed signs. Stanchina confirmed that signs are reported as personal property.

Rosen indicated his objection to the regulation of the percentage of signage displayed in a business's windows. Ringel and Badini communicated the importance of law enforcement being able to see within a business while patrolling. Jacobetti supported not regulating window signs.

Larry Douglas, Owner of Perennial Gardens, imparted his support of directory signs, given they are implemented with appropriate timing. Moraska and Olson voiced the opinion that many off premise signs, primarily sandwich boards, are not retrieved at the close of business. Alessandrini expressed the opinion that off premise advertising should be permitted on private property with the owner's permission. It was concluded that it would be preferable to develop a system of directory signs throughout the City.

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Mike Nicometo, 427 S. Stephenson Avenue, stressed the potential importance of an illuminated name plate sign, particularly when rear entrances are utilized.

Mulka proceeded to explain the regulations and enforcement of sandwich boards. Rosen stated his support for the proposed regulations on sandwich boards. Mulka clarified the treatment of temporary promotional signs.

Moulin volunteered his services to the Planning Commission concerning the development of the Sign Ordinance. Olson welcomed Moulin to attend the Planning Commission meetings and informed him of when they occur.

Mulka outlined the areas within the proposed ordinance that increase signage opportunities.

David Fraser, 414 West Fleshiem Street, conveyed his concerns toward the prohibition of changeable letter signs. Mulka addressed Fraser's concerns.

Mulka noted that off premise signs are considered bill boards under the Michigan State Highway Advertising Act and that a state permit is required for their placement. Moulin relayed the sentiment that a restrictive City Ordinance would prohibit any state approved off premise advertising. Rosen and Alessandrini objected to the City having stricter regulations than the State of Michigan. It was concluded that State of Michigan guidelines would be adhered.

Rosen addressed signs on vacant property, flashing and chasing lights, roof mounted signs, phosphorescent illumination and reflectivity standards.

It was moved by Rosen and supported by Moraska to amend the following items:

<i>Page</i>	<i>Item</i>	<i>Section</i>	<i>Amendment</i>
20	1	B	Restructure to include lumens guidelines
27	2		Restructure to include lumens guidelines
46	1		Restructure to include lumens guidelines
23	4	10	Restructure Sentence
25	5	1	Restructure Verbiage
25	6	2	Review for cause
2	7		Intent statement to include increase business activity and growth
4	8	B	Restructure to include lumens guidelines

Motion Prevailed Unanimously

Adjournment

It was moved by Rosen and supported by Alessandrini to adjourn.

Motion Prevailed Unanimously

Meeting adjourned at 7:46 p.m.



Isaac Micheau
Clerk-Treasurer