



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
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[www.rochesterhills.org](http://www.rochesterhills.org)

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Legislative File No: 2020-0209, -0212, -0213 V2

**TO:** Mayor and City Council Members

**FROM:** Scott Cope, Director of Building/Ordinance/Facilities, ext. 2445  
Sara Roediger, Planning and Development Director, ext. 2573

**DATE:** November 25, 2020

**SUBJECT:** Extension of temporary resolutions for outdoor dining/seating standards, outdoor use regulations, and temporary sign standards

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**REQUEST:**

This request is for City Council to consider extending the temporary resolutions for outdoor dining/seating standards, outdoor use regulations, and temporary sign standards through June 1, 2021 to continue to allow City administration flexibility in helping businesses recover from and accommodate restrictions associated with COVID-19 regulations.

**BACKGROUND:**

The COVID-19 pandemic has not only brought crisis to our community's health and safety, it continues to deliver economic disruptions to our business community as well. It has affected manufacturers, retailers and medical offices. It has drained the resources of both small and large businesses. Its unprecedented manner has erased any business owner's ability to plan accordingly and left them scrambling to develop a new business strategy that allows them to continue to acquire materials, employ staff, service customers, meet government requirements and make a profit.

Businesses are a major lifeline to our community, providing jobs, delivering products and services and paying revenue to the City. As we begin to see a possible future waves of COVID, these businesses will be required to be even more innovative in their means of operations. And businesses need us to be their partner in a fast and low cost manner. Within our own city operations, we have adopted the philosophy of Trust, Flexibility and Vigilance. We must also apply these principles to the way we regulate our businesses during this period of adjustment. On June 1, 2020 City Council approved the temporary resolutions for outdoor dining/seating standards, outdoor use regulations, and temporary sign standards which allowed for expanded outdoor operations through the end of 2020 without additional permit fees. To date, the City has issued 11 COVID Special Event Permits. Because the challenges are not over and COVID is still impacting businesses, the administration would like to extend the temporary permits through June 1, 2021.

**RECOMMENDATION:**

Staff recommends the extension of the temporary resolutions for outdoor dining/seating standards, outdoor use regulations, and temporary sign standards through June 1, 2021 to continue to allow City administration flexibility in helping businesses recover from and accommodate extended COVID-19 challenges.

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| APPROVALS:          | SIGNATURE | DATE |
|---------------------|-----------|------|
| Department Director |           |      |
| Department Director |           |      |
| Mayor               |           |      |
| Deputy Clerk        |           |      |

Contract Reviewed by City Attorney       Yes       N/A