

**City of Rochester Hills  
Department of Planning**

**STAFF REPORT TO THE SIGN BOARD OF APPEALS**

August 24, 2006

<b>M59-Crooks Business Park Off-Premises Real Estate Sign</b>	
<b>APPLICANT</b>	NorthStar Signs, Inc. 1109 E. Ten Mile Road Madison Heights, Michigan 48071
<b>LOCATION OF PROPOSED SIGN</b>	Northwest Corner of the parcel located at Crooks Road and Avon Industrial Drive
<b>SIDWELL</b>	15-29-228-004
<b>FILE NO.</b>	06-013
<b>ZONING</b>	B-3 (Shopping Center Business)
<b>STAFF</b>	Derek Delacourt, Deputy Director
<b>REQUEST</b>	Off-Premises Real Estate Sign

**SITE DESCRIPTION**

The M59-Crooks Business Park is located on the south side of Avon Industrial Drive, and is comprised of Parcel Identification Numbers 15-29-276-005 through 010.

The location of the proposed off-premises real estate sign is the parcel located at northwest corner of Crooks Road and Avon Industrial Drive, which is zoned B-3 (Shopping Center Business). The sign will be located in the southeast corner of that parcel, which consists of a strip mall and a bank.

The northeast corner of Crooks and Avon Industrial is zoned I-1 (Light Industrial); the southeast corner of Crooks and Avon Industrial is zoned B-5 (Automotive Service), and the immediate southwest corner of Crooks and Avon Industrial is zoned B-5 (Automotive Service).

**SUMMARY**

The applicant is requesting an off-premises real estate sign advertising the M59-Crooks Business Park. The business park is located on the south side of Avon Industrial Drive, behind the Classic Lanes Bowling Alley, and is not readily visible from the corner of Crooks Road and Avon Industrial Drive. The M59-Crooks Business Park does not have any property along Crooks Road where a sign could be located.

The applicant has obtained permission from the property owner of Parcel No. 15-29-228-004 to locate a sign identifying the business park. A copy of a letter dated June 19, 2006 from DKA Investments LLC is attached.

Section 134-117 of the City's Sign Ordinance prohibits Off-Premises signs; however, Section 134-117(c) does allow the Sign Board of Appeals, on a temporary basis, to permit one or two Off-Premises signs to advertise a new subdivision which is not along a major thoroughfare and only to the extent determined necessary by the Board.

Section 134-117(d) does not allow off-premises signs to be located in public rights-of-way.

### **REQUESTED ITEMS**

A request for one (1) off-premises real estate sign, pursuant to Section 134-117{c} of the Code of Ordinances, to advertise available space in the M59-Crooks Business Park.

### **ANALYSIS**

The applicant is requesting one (1) off-premises sign to advertise the M-59-Crooks Business Park. The sign is to be located on parcel 15-29-228-004, which is located at the northwest corner of Crooks Road and Avon Industrial Drive.

Off-Premises signs are prohibited by the City's Sign Ordinance unless permitted, on a temporary basis, by the City's Sign Board of Appeals.

The business park is physically situated behind the Classic Lanes Bowling Alley, and has no direct exposure or visibility to Crooks Road.

DKA Investments LLC has given permission to the applicant to allow the sign on its property.

The applicant shall be required to receive a permit from the City's Building Department prior to installation of the requested sign.