



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.
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Legislative File No: 2019-0485

TO: Mayor and City Council Members
FROM: Sara Roediger, Director of Planning and Economic Development, ext. 2573
DATE: November 1, 2019
SUBJECT: Request for Acceptance for First Reading - an ordinance to amend Article 3, Sections 134-6 and 134-7 of Chapter 134, Signs, of the Code of Ordinances of the City of Rochester Hills

REQUEST:

To accept for First Reading amendments to Article 3, Sections 134-6 and 134-7 of Chapter 134, Signs, of the Code of Ordinances of the City of Rochester Hills to add provisions for wall signs and projecting signs in the new BD Brooklands district in the Auburn Rd. corridor.

BACKGROUND:

The City’s consultant, Giffels Webster, staff and the Planning Commission have been working over the past several years on the Master Plan and the Auburn Rd. Corridor Study, which resulted in the creation of a new zoning district, BD Brooklands. Please see the related requests for First Readings for that district (2019-0413 and 2019-0414).

The rear of the buildings in the district, many of which face alleys, were addressed in the Ordinance with recommended language for design. New provisions have also been added to the Sign ordinance to address rear wall signs as well as projecting signs for pedestrian viewing. The Sign Ordinance does not require a recommendation from the Planning Commission, but the amendments were provided for input and discussion at the September 17 and October 28, 2019 meetings, along with the proposed amendments to Chapter 138, Zoning for the BD district. The Minutes from the aforementioned meeting are included with File No. 2019-0413.

The additional provisions are shown in the attached Ordinance, and staff will be present to answer any questions regarding the proposed amendments.

RECOMMENDATION:

That City Council accept for First Reading amendments to Article 3, Sections 134-6 and 134-7 of Chapter 134, Signs, of the Code of Ordinances, as defined in the attached Ordinance.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		

Contract Reviewed by City Attorney Yes N/A

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