

11/05/2019

ORDINANCE NO. _____

AN ORDINANCE TO AMEND SECTIONS 134-6 AND 134-7 OF CHAPTER 134, SIGNS, OF THE CODE OF ORDINANCES OF THE CITY OF ROCHESTER HILLS, OAKLAND COUNTY, MICHIGAN, TO MODIFY PROVISIONS FOR WALL SIGNS AND PROJECTING SIGNS, REPEAL CONFLICTING ORDINANCES, AND PRESCRIBE A PENALTY FOR VIOLATIONS.

THE CITY OF ROCHESTER HILLS ORDAINS:

Section 1. Section 134-6 of Chapter 134 of the Code of Ordinances of the City of Rochester Hills shall be amended as follows:

Sec. 134-6 – Wall signs.

Wall sign standards as follows:

- (1) *Wall signs—Maximum area.* The following table provides for the maximum area for wall signs by use type:

Use	Maximum Area in Square Feet of all Wall Signs
<i>Residential Development</i>	
Single-Family Dwellings	Not Permitted
Multi-family and subdivision complexes	20
Housing for elderly	20
<i>Recreational, church, institutional, public, and quasi-public uses</i>	
Public & private recreation uses	20
Municipal buildings and uses, including cemeteries	
Schools, child care facilities	
Places of worship, funeral homes	
Civic organizations	
Uses similar to the above	
Hospitals	100 sf per sign, up to 300 sf total sign area
<i>Office, professional, and research uses</i>	
Medical Offices	20 sf per tenant, up to a maximum of 100 sf per building;
Professional offices	Buildings with 2 major street frontages: 1 additional sign up to 20 sf.
Research offices	Buildings with freeway frontage; 2 additional sign areas are permitted, up to a

	maximum of 100 sf each.
<i>Commercial, retail, and industrial uses</i>	
General commercial, retail, restaurant uses	10% of primary building or tenant façade with no single sign being more than 100 sf; For premises with a front setback of 250 ft. or more from the proposed right-of-way and having a usable floor area of 50,000 sf or more, the maximum area for 1 sign is 200 sf, provided such sign is placed on the elevation facing the proposed right-of-way from which the setback distance is taken.
Gasoline stations and other auto-related uses	10% of primary building or tenant façade with no single sign being more than 100 sf
Freeway service business	10% of primary building or tenant façade with no single sign being more than 100 sf

(2) *Specific standards—Wall signs.*

- a. Wall signs shall not project beyond the roof or parapet of any building.
- b. Wall signs shall not face a residential district unless separated by a major street, except that in the BD Brooklands district, a wall sign up to 10 square feet may be placed within 5 feet of a rear customer entry. Such sign shall not be illuminated.
- c. When a building is located at the property line, a wall sign may project up to 12 inches beyond the building, but in no case shall a wall sign extend into the existing right-of-way.
- d. For general commercial, retail, and restaurant uses, wall signs shall be located on the upper portion of the storefront, and shall not exceed the 80 percent of the width of the storefront bay.
- e. Wall signs shall be placed in a clear signable area, which is an architecturally continuous area uninterrupted by doors, windows, or architectural details such as grillework, piers, pilasters, or other ornamental features.
- f. Multiple story buildings. Signs are permitted at the storefront level only, below the expression line separating the ground floor from upper floors.
- g. Additional area provisions based on building setback. The maximum sign area may be increased based on the following table:

Building Setback in Feet from the Proposed Right-of-Way	Factor
100—249 ft.	1.5
250 ft. or more	2.00

Section 2. Section 134-7 of Chapter 134 of the Code of Ordinances of the City of Rochester Hills shall be amended as follows:

Sec. 134-7 – Specific standards for other sign types.

(a) *Awning signs.*

- (1) Signs shall comprise no more than 30 percent of the total exterior surface of an awning or canopy.
- (2) Awnings or canopies with back-lit graphics or other kinds of interior illumination are prohibited.
- (3) Two signs, not exceeding 20 square feet each, are permitted to be attached to or be a part of gasoline pump canopies.

(b) *Projecting signs.*

- (1) Projecting signs shall be mounted below the second-floor window sill in multi-story buildings.
- (2) Projecting signs shall be small in scale and provide a minimum vertical clearance of eight feet between the lowest point of the sign and the sidewalk.
- (3) The maximum sign area for projecting signs is five square feet.
- (4) Mounting hardware shall be attractive and an integral part of the sign design.
- (5) Projecting signs may be mounted on any building façade that has a customer entry.

(c) *Hanging signs.*

- (1) The maximum sign area for hanging signs is four square feet (excluding supporting rods, chains, or similar hangers).
- (2) Hanging signs shall maintain a minimum vertical clearance of eight feet between the lowest point of the sign and the sidewalk.

Section 3. Severability. This ordinance and each article, section, subsection, paragraph, subparagraph, part, provision, sentence, word and portion thereof are hereby declared to be severable, and if they or any of them are declared to be invalid or unenforceable for any reason by a court of competent jurisdiction, it is hereby provided that the remainder of this ordinance shall not be affected thereby.

Section 4. Penalty. Except as otherwise provided therein, all violations of this ordinance shall be municipal civil infractions and upon a determination of responsibility therefore shall be punishable by a civil fine of \$500.

Section 5. Repeal, Effective Date, Adoption.

(1) Repeal. All regulatory provisions contained in other City ordinances, which are inconsistent with the provisions of this ordinance, are hereby repealed.

(2) Effective Date. This ordinance shall become effective on _____, 2019 following its publication in the *Oakland Press* on _____, 2019.

(3) Adoption. This ordinance was adopted by the City Council of the City of Rochester Hills at a meeting thereof held on _____, 2019.

Bryan K. Barnett, Mayor
City of Rochester Hills

CERTIFICATE

I HEREBY CERTIFY THAT THE FOREGOING ORDINANCE WAS ADOPTED BY THE CITY COUNCIL OF THE CITY OF ROCHESTER HILLS AT A MEETING THEREOF ON _____, 2019.

Tina Barton, Clerk
City of Rochester Hills