



**City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS**

**1000 Rochester Hills Dr.  
Rochester Hills, MI 48309  
248.656.4630  
[www.rochesterhills.org](http://www.rochesterhills.org)**

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**Legislative File No:** 2008-0109

**TO:** Mayor and City Council Members  
**FROM:** Scott Cope, Building Department, 248-656-4615  
**DATE:** March 7, 2008  
**SUBJECT:** Sign Ordinance

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**REQUEST:**

Staff is seeking City Council's confirmation to move forward with the concept of the proposed sign ordinance revisions.

**BACKGROUND:**

Over the past several years, the City has witnessed an increase in general commercial development. This combined with unique architectural design, mixed use developments, advances in sign technology and feedback from business owners and contractors has caused staff to take a closer look at the sign ordinance provisions. With our goal to strive for mutual cooperation between the City, businesses and sign contractors, the Ordinance Compliance staff is proposing that certain areas of the sign ordinance be considered for revisions. At this workshop staff will identify these areas and outline the planned partnership with the Mayors Business Council and sign contractors to dig into the sign ordinance and develop a more user-friendly sign ordinance.

**RECOMMENDATION:**

It is staff's recommendation that City Council provide direction to move ahead on research and development of the proposed sign ordinance revisions.

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<b>APPROVALS:</b>	<b>SIGNATURE</b>	<b>DATE</b>
<b>Department Review</b>		
<b>Department Director</b>		
<b>Mayor</b>		
<b>City Council Liaison</b>		