



Planning and Economic Development  
Sara Roediger, AICP, Director

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From: Pamela Valentik, Manager of Economic Development  
To: LDFA Board  
Date: July 13, 2017  
Re: Beautification Entranceway Grant Application: Rochester Hills Executive Park

In 2009, the Rochester Hills Local Development Finance Authority created the Entranceway and Beautification Grant Program that provides funding to technology parks located with the LDFA district to improve the aesthetics of its park entrances and common areas. The program provides a 50% match with a maximum award amount of \$5,000. Since its inception, only one park has taken advantage of the program, Rochester Hills Executive Park to create a landscaped entrance area off of Auburn Road.

In 2016, the LDFA board approved an amount of \$10,000 in its 2017 budget for future applications. On July 7<sup>th</sup>, City staff received an application from Rochester Hills Executive Park for landscape/directional sign for the Clinton River Trail pathway that was created in the park through a partnership with Hi-Lex Controls, Rochester Hills Executive Park Board and the City of Rochester Hills.

Included in your packet is a copy of the application that details their plan. The Clinton River Trail sign will be located on Hi-Lex Control's property, at the entrance to the pathway. Because this sign is considered directional and on private property, it does not require approval from the City. The Rochester Hills Executive Park board has chosen to follow the same design guidelines as other directional signs found along the trail, supporting the brand that the City and Friends of the Clinton River Trail have created.

Also included is an overview of the Entranceway and Beautification Grant Program that explains eligibility and grant process. While this may not necessarily be an entranceway sign identifying the park, it is still a shared feature that all businesses, and the public, will appreciate and ensures an attractiveness of the technology park to current, future businesses and workforce alike.

If the LDFA Board agrees, below is a motion for consideration:

**Motion** by \_\_\_\_\_, seconded by \_\_\_\_\_, in the matter of Rochester Hills Executive Park's request for an Entranceway Grant, the Rochester Hills Local Development Finance Authority moves the following:

**Whereas**, the Board of the Rochester Hills Local Development Finance Authority has approved a reinstated budget allocation of \$10,000 in its 2016-2018 budget as matching funds for entranceway grants; and

**Whereas**, the maximum grant amount is \$5,000 per application; and

**Whereas**, at its July 20, 2017 meeting, the Board received an application for a grant request of \$3,317.00 from the Rochester Hills Executive Park Owners Association to support its proposed replacement sign and landscaping; and

**Whereas**, City staff has conducted a review of the proposed sign and application and finds that it meets the requirements of the grant program.

**Resolved**, the Rochester Hills Local Development Finance Authority approves the grant request in the amount of \$3,317.00 will occur at project conclusion after submission of proof of paid invoices.

Thank you.