



# Rochester Hills Minutes Joint City Council and Sign Board of Appeals Work Session

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Wednesday, October 27, 2004

7:30 PM

1000 Rochester Hills Drive

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## DRAFT

In accordance with the provisions of Act 267 of the Public Acts of 1976, as amended, the Open Meetings Act, notice was given that a Special Joint Rochester Hills City Council and Sign Board of Appeals Work Session would commence at 7:30 p.m. on Wednesday, October 27, 2004, for the purpose of discussing the City's Sign Ordinance.

## CALL TO ORDER

*President Dalton called the Joint Meeting Between the Rochester Hills City Council and the Sign Board of Appeals to order at 7:30 p.m. Michigan Time.*

## ROLL CALL - CITY COUNCIL

**Present:** John Dalton, Bryan Barnett, Jim Duistermars, Melinda Hill, Barbara Holder, Linda Raschke and Gerald Robbins

## ROLL CALL - SIGN BOARD OF APPEALS

**Present:** J. Martin Brennan, Ernest Colling, James Rosen, Gerard Verschueren and Paul Weisberger

**Absent:** David Cockey

### Others Present:

Pat Somerville, Mayor  
John Staran, City Attorney  
Bev Jasinski, City Clerk  
Scott Cope, Director of Building/Ordinance Enforcement  
John Sage, Ordinance Inspector  
Bob White, Supervisor of Ordinance Services

## PUBLIC COMMENTS

*None.*

**2004-0907**

Discussion regarding Sign Ordinance

**Attachments:** 100704 Anzek Ltr Sign Ord.pdf; Master Report.pdf; Supplemental Information.pdf

**Mr. Scott Cope**, Director of Building/Ordinance Enforcement; **Mr. Bob White**, Supervisor of Ordinance Services; and **Mr. John Sage**, Ordinance Inspector, distributed a spreadsheet that compared Rochester Hill's existing Sign Ordinance to

those in other municipalities.

**Ms. Hill** asked that, rather than re-examining the entire ordinance, the Sign Board of Appeals (SBA) identify the specific portions of the ordinance that are of concern.

**Mr. Colling** noted the following issues:

- \* Height of pole signs.
- \* Height of monument signs.
- \* Set backs.
- \* Number of tenants on a sign.

He stressed that sign visibility seems to be of greatest concern. He noted that the ordinance's height restriction is "on the minimum end" compared to other communities. He questioned whether Rochester Hills is being too restrictive.

**Mr. Rosen** concurred that the issue of sign height is the primary complaint of businesses that appear before the SBA.

**Mr. Staran** discussed the issue of tenant sign limitations, noting that the City is currently involved in litigation regarding the limit of four (4) tenants per panel sign.

**Mayor Somerville** questioned why the City would permit the construction of a multiple storefront complex and then not permit signage for all tenants.

**Mr. Colling** requested that there be some flexibility written into the ordinance when there is an "exceptional case." He asked that the ordinance allow the SBA "the necessary latitude it needs to come to a reasonable, sane solution."

**Ms. Raschke** noted that Crittenton Hospital needs better signage, as it is often mistaken for an office building.

Some of the suggestions made by SBA members for leeway in applying the ordinance are as follows:

- \* A range of heights instead of one set limit.
- \* More flexibility when allowing increased sign size in conjunction with setbacks.
- \* A "percentage manipulation" (perhaps of 25%) allowing leeway when determining an appropriate sign height.

**Ms. Hill** concurred that the City sign ordinance needs to maintain standards but should include language that permits exceptions or waivers that "further the intent and purpose of the ordinance."

The consensus of City Council was that Mr. Staran would be tasked to incorporate the suggestions presented during the joint Work Session into a new draft of the Sign Ordinance to be brought back before City Council for further consideration.

#### **Discussed**

**ANY OTHER BUSINESS**

*None.*

**NEXT MEETING DATE**

*Regular City Council Meeting - Wednesday, November 3, 2004 at 7:30 p.m.*

**ADJOURNMENT**

There being no further business before City Council or the Sign Board of Appeals, President Dalton adjourned the meeting at 8:21 p.m.

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JOHN L. DALTON, President  
Rochester Hills City Council

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ERNEST W. COLLING, JR., Vice Chairman  
Sign Board of Appeals

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BEVERLY A. JASINSKI, Clerk  
City of Rochester Hills

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MARGARET A. STRATE  
Administrative Secretary  
City Clerk's Office

Approved as presented at the (insert date, or dates) Regular City Council Meeting.

Complete proceedings recorded in the Official Minutes Book on file in the office of the City Clerk and by this reference is made a part hereof.