



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
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Legislative File No: 2024-0291 V1

**TO:** Mayor and City Council Members

**FROM:** Sara Roediger, Planning and Economic Development Director, ext. 2573

**DATE:** May 30, 2024

**SUBJECT:** Acceptance for First Reading – an Ordinance to Amend Sections 134-5, 134-6, and 134-9 of Article III of Chapter 134 - Signs of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan, to allow signage on properties with approved plans, to allow illuminated signage on second floors when facing a major thoroughfare, to allow temporary signage on construction fence screening and to ensure consistency across various ordinance sections; to repeal conflicting or inconsistent ordinances, and prescribe a penalty for violations

**REQUEST:**

Accept for First Reading an Ordinance to Amend Sections 134-5, 134-6, and 134-9 of Article III of Chapter 134 - Signs of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan, to allow signage on properties with approved plans, to allow illuminated signage on second floors when facing a major thoroughfare, to allow temporary signage on construction fence screening and to ensure consistency across various ordinance sections; to repeal conflicting or inconsistent ordinances, and prescribe a penalty for violations.

**BACKGROUND:**

The City has recently approved two (2) separate outdoor storage uses along Hamlin Road (near Dequindre Road). As a part of the development of those two (2) sites, it came to the attention of City staff that the current sign ordinance requires that a site has an approved and occupied building on site for it to be eligible for a freestanding monument sign. This provision does not allow the two (2) businesses along Hamlin Road (or any other similar business that does not have an approved, occupied building), the ability to advertise their location onsite to the general public or even emergency responders. City staff is recommending a minor amendment to the sign ordinance, which if approved, would allow not only those sites that have an approved, occupied building to have a freestanding monument site, but also those that may not have an approved occupied building but do have an approved site plan.

Further, based on the City's sign ordinance, mixed use developments within the Flex Business Districts are permitted up to 20 square feet of non-illuminated wall signage for second floor nonresidential tenants. City staff has discussed the need for additional visibility of businesses and signage with potential second floor tenants and current property owners of buildings within the FB Flex Business District. City staff supports the ability of second floor nonresidential tenants that abut a major thoroughfare to have an illuminated sign provided the sign does not face a residential district. No increase in the amount or area of signage is proposed at this time.

Finally, City staff is also recommending an amendment to the City's sign ordinance in regards to temporary development signage, specifically as a part of construction fencing. The City received a request from the developers of the Gerald mixed use project in the Brooklands regarding the ability to erect construction fencing around their site that included a much more graphical representation of the Gerald project printed on the screening fabric. In addition, the developer indicated they wanted to tell the "story" of the Brooklands as a part of their graphic representation. This type of graphic screening fabric is typical in a number of more urban areas. Currently, City ordinance would allow for approximately 12 square feet of "development" signage. City staff supports the ability to provide such a graphic representation (for the promotion of the development at that

specific site and the City of Rochester Hills) for those construction sites only in the Brooklands areas, since the Brooklands is a unique area in the City, more conducive to this type of temporary signage.

**RECOMMENDATION:**

Staff recommends that City Council accept for First Reading An Ordinance to amend Sections 134-5, 134-6, and 134-9 of Article III of Chapter 134 - Signs of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan, to allow signage on properties with approved plans, to allow illuminated signage on second floors when facing a major thoroughfare, to allow temporary signage on construction fence screening and to ensure consistency across various ordinance sections; to repeal conflicting or inconsistent ordinances, and prescribe a penalty for violations.

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APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		

Contract Reviewed by City Attorney       Yes       N/A