



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

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
248.656.4630
www.rochesterhills.org

Legislative File No: 2009-0542

TO: Mayor and City Council Members

FROM: Scott Cope, Building Department, 248-656-4615

DATE: December 9, 2009

SUBJECT: Sign Ordinance

REQUEST:

Staff is seeking City Councils review and approval of the second reading for revisions to the Sign Ordinance.

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 a workshop on March 7, 2008, staff outlined the planned partnership with the Mayors business council and sign contractors to dig into the ordinance and develop a more user-friendly sign ordinance. At that meeting City Council directed the staff and the City Attorney to prepare a draft of the changes to the sign ordinance. The final draft of the sign ordinance was presented at the December 7th, 2009 Regular meeting of the City Council for first reading. Council directed staff to change the allowed square footage for development signs from 36 square feet to 49 square feet. The draft ordinance was approved for first reading. Staff made the requested change and the final draft of the Sign Ordinance is now being presented at the December 14, 2009 regular meeting of the City Council for second reading.

RECOMMENDATION:

It is the staff's recommendation that City Council approve the second reading of the revised sign ordinance.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
City Council Liaison		