



500 West Big Beaver
Troy, MI 48084
troymi.gov



CITY COUNCIL AGENDA ITEM

Date: May 27, 2020

To: Mark F. Miller, City Manager

From: Robert J. Bruner, Assistant City Manager
Glenn Lapin, Economic Development Specialist
R. Brent Savidant, Community Development Director

Subject: TROY REOPENS FOR BUSINESS – A Resolution for Additional Temporary Signage Allowances

Impacts of the coronavirus and the steps taken by the Governor of Michigan to protect residents from the coronavirus have negatively impacted businesses in the City of Troy. This item was initiated based on feedback from Troy business owners who seek additional advertising for their businesses impacted by social distancing requirements and stay at home orders. The resolution would provide opportunity for every Troy business owner to place an additional temporary sign on their property or structure to advertise their business.

Presently, Chapter 85 Signs permits the total aggregate sign area of all temporary signs on any one site shall not exceed fourteen (14) square feet. This limits business owners in multi-tenant buildings, as technically the building sits on one site. Furthermore, Chapter 85 limits the maximum size of individual temporary signs to not exceed six square feet in area.

This issue is temporary in nature, similar to a moratorium. We are not proposing to amend Chapter 85 at this time.

The resolution would permit each business in the City of Troy to place one temporary sign not exceeding twelve (12) square feet in area and four (4) feet in height (if attached to the ground). The temporary sign may be attached to the ground or a structure. These temporary signs shall not require a Sign Permit from the City of Troy. The temporary signs shall be placed on private property in non-residential zoning districts in such a manner as to not negatively impact public health, safety and welfare. The temporary signs shall be removed within one hundred eighty (180) days of the date of this resolution.

Legal Review

This item was submitted to the City Attorney for review pursuant to City Charter Section 3.17.