



MEMORANDUM

Date: October 17th, 2024
To: City of Madison Heights City Council
From: Matt Lonnerstater, AICP – City Planner
Subject: Zoning Text Amendment (24-04) – Regulations for Permitted Signs (Wall Signs) – Second Reading

Introduction

Madison Heights City Council adopted the new Zoning Ordinance on May 13th, 2024. Since going into effect, staff has encountered several ordinance sections that could benefit from clarification or refinement:

- Section 7.03.10 – Use Specific Standards related to Detached One-Family Dwellings (Driveways)
- Section 7.03.43 – Use Specific Standards related to Temporary Uses
- Section 8.03 – Accessory Buildings, Structures, and Uses
- **Sections 12.06 and 12.07 – Signs – Wall Signs [Addressed in this Memo]**

This memo addresses proposed text amendments to Section 12.06 and 12.07– Signs – pertaining to measurement and allowances for wall signs. The Planning Commission recommended approval of the proposed text amendment at their September 17th, 2024 meeting.

For reference, staff has included example images of wall signs and their respective areas at the end of this memo.

Background and Proposed Amendments

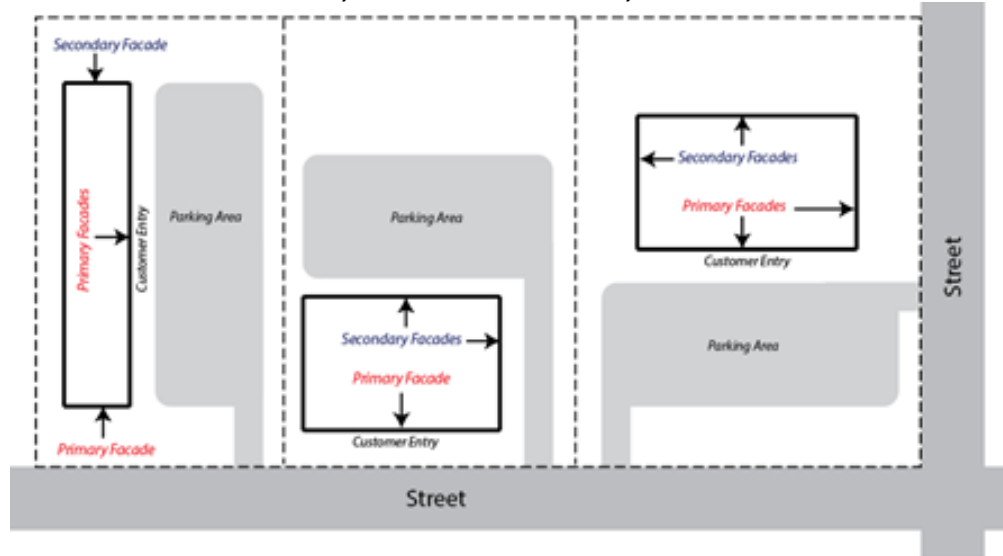
Section 12.06 – Measurement of Sign Area and Height – and Section 12.07 – Regulations for Permitted Signs – contain definitions and calculations pertaining to the measurement of wall signs, as well as the various wall sign allowances per zoning district. The existing language splits wall sign allowances into the categories of “street-facing facades” and “non-street facing facades,” with greater bonus allowances for street-facing facades. While these categories work for many properties/buildings in Madison Heights, there are certain buildings within the City whose main building entrances do not face a street, and several properties that do not have street frontage at all. For example, Target’s main entrance faces the interior parking lot rather than John R Road, and the tenants in Master’s Plaza all face an interior parking lot

Properties/Tenants with Interior-Facing Primary Facades



In order to adequately allocate wall signage allowances and to avoid the need for variances, staff recommends recategorizing building facades into “primary facades” and “secondary facades.” Primary facades would include any façade that fronts a public street or any façade that serves as a main entrance to a building or tenant space, regardless of street frontage. Secondary facades would include any other façade, typically along the side or rear of a building. See the image below for clarification.

Primary Facades and Secondary Facades



The existing language provides a bonus wall sign area allowance for tenants that have street-fronting facades length in excess of 200 feet. Staff proposes changing this bonus allowance to apply to primary façade lengths, even those not fronting a street, in excess of 200 feet. Staff also proposes to extend this bonus allowance to buildings/tenants whose primary façade is greater than 150 feet from the right-of-way line of the adjacent street to allow for greater visibility.

Buildings with Significant Setbacks (>150 feet from Right-of-Way)



Previous Action

At their September 17th, 2024 meeting, the Planning Commission held a public hearing and recommended approval of the proposed text amendment, as written. Draft minutes from this meeting are attached. At their October 14th, meeting, City Council approved the first reading of ZTA 24-04.

Next Step

Based on the Planning Commission’s recommendation, staff recommends that City Council approve and adopt ordinance #2025 (ZTA 24-04) upon second reading.

For Reference: Example Wall Signs and Sign Areas



Goodwill: 80 square feet



O'Reilly Auto Parts: 115 square feet



Gong Cha: 45 square feet