

Businesses in Miller Road construction zone allowed to have temporary signage

by Pardeep Toor | The Flint Township News Tuesday May 06, 2008, 11:11 AM

FLINT TOWNSHIP, Michigan -- Businesses along [Miller Road](#) will be allowed to use temporary signage to mark their presence during its reconstruction.

In a special meeting Monday, Township Board members proposed an amendment to the sign ordinance to allow portable signs for business owners between Ballenger and Linden roads to advertise their entrances and locations.

"We're trying to anticipate the needs of the business community. We know that it's trying times for them," Trustee Brady Smith said. "We're going to do as much as we can to help. We want to make sure it's as painless as possible."

The amendment will take effect May 15, at which point businesses can submit a notice of intent to the building department to erect a sign along the road. Approved signs can be a maximum of 32-square-feet and must be removed by Sept. 15 or within 24 hours of the completion of the reconstruction project.

"It will give us help with our advertising. It won't kill us but it'll help," said Heshimu Williams, manager of Bob Evans, 3267 Miller Road.

Supervisor Douglas Carlton said the signs will help travelers on Miller Road determine entrances and driveways to the businesses they are searching for during the construction period.

"During tough economic times, we're being sensitive to the business community," Carlton said. "Because of the construction, they (commuters) won't be able to see the signs (of the businesses) but now they will be visible."

"They're going to have a lot of people put stuff out there then, especially now with the construction going on," said Janice Maldonado, kitchen manager at Old Country Buffet, 3583 Miller Road. "We can let people know that we are willing to give them a deal if they are willing to fight traffic."

Both Williams and Maldonado said they would consider portable signs for their businesses in the coming weeks.

"We're trying to make this as convenient as we can," Clerk Kim Courts said.

The amendment will have a second reading at Monday's Township Board meeting before a vote takes place.
