

Present: Chairperson Ostrowski; Vice Chair Westerlund; Members: Chegash, Drummond and Stempien

Absent: Borowski, Jensen, Grinnan, Ruprich

Also Present: Planning Consultant, Brian Borden
Village Manager, Chris Wilson

Chairperson Ostrowski called the meeting to order at 7:34 p.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

APPROVE/AMEND AGENDA

Motion by Westerlund, second by Drummond, to approve the agenda as submitted.

Motion passed.

PUBLIC COMMENTS

None

REVIEW AND CONSIDER APPROVAL OF MINUTES OF A PLANNING COMMISSION MEETING HELD FEBRUARY 25, 2015

Motion by Westerlund, second by Stempien, that the minutes of a regular Planning Commission meeting held on February 25, 2015 approved as submitted.

Motion passed.

REVIEW AND CONSIDER REQUEST FROM ADVANCED IMPLANT & COSMETIC DENTISTRY TO ERECT A PERMANENT SIGN AT 16231 W. 14 MILE ROAD

The Planning Commission tabled a sign permit application from Advanced Implant & Cosmetic Dentistry at its January meeting for the reason that the applicant was not present to discuss the proposal. Planning consultant Brian Borden referred to his review letter of January 23, 2015 relative to the request for a new wall sign above the entrance of the office building located at 16231 14 Mile Road. The proposed wall sign is compliant with the standards of the Village sign ordinance.

As a separate issue from the proposed wall sign, it was brought to the attention of the Planning Commission that this applicant has replaced a sign panel on the multi-tenant ground sign without a permit from the Village. The applicant was informed in January that he must submit a separate application for a change in the ground sign. Chairman Ostrowski clarified that the petitioner is allowed the wall sign in conjunction with their existing ground sign.

Jack Kemp, owner of Signs By Tomorrow, said that the wall sign as presented would be a good addition to the community. He took responsibility and apologized for not applying for a permit to change the multi-tenant sign. Kemp said that he will file a sign permit application with the Village office to replace the face of the multi-tenant ground sign.

Kemp explained that he attached a temporary plastic sign over the face of a sign panel on the multi-tenant ground sign for the reason that the previous business owner is being replaced by a

new doctor. The other tenant, State Farm, is listed on a sign panel. Kemp related plans for a rehabilitated ground sign including frame, panels, lighting and colors.

Ostrowski mentioned that the new sign ordinance does not permit multi tenant signs. The goal of the current sign ordinance is to allow ground signs that are development identification signs on multi tenant buildings. Commission members along with Borden and Wilson discussed various aspects of the ground sign proposed by the applicant. Kemp did not think that a monument type sign would be the best option for an office building with two tenants.

The sign application will be subject to review and consideration at an upcoming Planning Commission meeting once it is filed with the Village office. It was mentioned that the existing ordinance violation could be rectified if the applicant removed the temporary sign face.

Motion by Westerlund, second by Drummond, that the Planning Commission approve the application for a new wall sign as submitted for Advanced Implant & Cosmetic Dentistry located at 16231 14 Mile Road.

Roll Call Vote:
Motion passed (5 – 0).

DISCUSSION ON VILLAGE MASTER PLAN UPDATE

Borden stated that continued progress is being made on the Village Master Plan. Kathleen Duffy is working on future land use and character, goals and objectives, recommendations, and establishment of an action plan. There will be a couple more subcommittee meetings before a draft comes before the full Commission, at which time the review and approval process will begin.

PUBLIC COMMENTS

None

ADMINISTRATION COMMENTS

Wilson received revised signage plans from Market Fresh, which he forwarded to planning consultant Borden for review. Market Fresh modified its wall sign to make it compliant with the ordinance; the bigger issue will be the design of the new ground sign. Wilson did not receive any information on revisions to the sign on 13 Mile Road. The Market Fresh sign proposal will be reviewed and considered by the Board at its April meeting.

Wilson related that he received a call from the owner of the Brady's shopping plaza regarding improvements to their multi tenant sign. Wilson walked the individual through the parameters of the Village sign ordinance.

Wilson did not hear back from the Nexus Academy on Southfield Road regarding their application for a new ground sign. Wilson mentioned that he was contacted by the owners of the BP station at the corner of Southfield and 13 Mile Road with regard to updating their signage. A sign permit application has not been submitted to the Village.

Wilson mentioned that recording secretary, Sue Bernard, will be retiring on June 1, 2015.

COMMISSIONER’S COMMENTS

Commission members had further comments on how to address upcoming requests for existing nonconforming multi tenant signs. It was suggested that the current ordinance may be open to interpretation on identification signs in certain cases.

In response to an inquiry from Chegash, Wilson affirmed that Council approved the cluster concept qualification and development plan for Tremont Lane at 19600 W. 13 Mile Road at its March 3 meeting with very few public comments. There will be more input from area residents during the site plan review process for the cluster development.

Wilson mentioned that the request by Mentag Development for a private road at 31805 Evergreen Road will be on the agenda of the April 7 Council meeting. The Planning Commission recommended Council approval of the private road with the stipulation that the 4 ft. privacy fence along the southern boundary of the site be extended to the east along the two adjacent Ronsdale properties. Since that time, Ronsdale residents decided that they preferred a living fence in lieu of a picket fence. The applicant will request Council approval of the private road plan with that modification.

Westerlund did not object to a living fence and landscaping in place of a fence. The intent of the Planning Commission was for consistency and protection of the abutting residents.

Stempien reviewed that there was discussion at the joint meeting with Council in February about tightening up the sign ordinance. With regard to the idea of a sunset clause on existing nonconforming signs, Wilson did not think there was much interest on Council for remunerating business owners for their signs in a taking situation. Council expressed support for funding a marketing plan for the overlay district and future redevelopment of the Southfield Road Corridor.

Ostrowski suggested that the Planning Commission work on modifications to existing sign ordinance language. Stempien commented on the need for more clarity and less ambiguity in the language in order to reflect the intent of the ordinance. He volunteered to prepare a document that would help guide the Commission on how to proceed with revised sign ordinance language. This will be an agenda item at the April Planning Commission meeting.

Ostrowski congratulated Sue Bernard on her retirement and said that she would be missed. He expressed the sorrow of the Planning Commission at the passing of planning consultant Sherrin Hood. He offered condolences to her family and to the LSL Planning staff.

Motion by Westerlund, second by Stempien, to adjourn the meeting at 8:20 p.m.

Motion passed.

George Ostrowski
Planning Commission Chairman

Ellen E. Marshall
Village Clerk

Susan Bernard
Recording Secretary