

**Village of Beverly Hills
Planning Commission Meeting
Wednesday, September 23, 2020**

**Municipal Building
18500 W. 13 Mile Rd.
7:30 p.m.**

Virtual Meeting Link: <https://us02web.zoom.us/j/89364045612>
Meeting ID: 893 6404 5612
Dial In: 646 876 9923

AGENDA

1. Roll Call.
2. Approve Agenda.
3. Review and consider approval of regular Planning Commission minutes of meeting held August 26, 2020.
4. Public comments on items not on the published agenda.
5. Review and consider approval of a new wall sign and a sign face replacement on existing pole sign at 31645 Southfield Road, HealthQuest.
6. Public comments.
7. Liaison comments.
8. Administration comments.
9. Commissioners' comments.

The Village of Beverly Hills will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities attending the meeting upon three working days' notice to the Village. Individuals with disabilities requiring auxiliary aids or services should contact the Village Clerk by writing 18500 W. Thirteen Mile, Beverly Hills, MI 48025 or calling (248) 646-6404.

Present: Chairperson Drummond; Vice-Chairperson Stempien; Members: Copeland, Grinnan, Ostrowski, Ruprich, Westerlund, and Wright

Absent: Member: Wilensky

Also Present: Planning and Zoning Administrator, LaPere
Clerk/Assistant Manager, Rutkowski
Planning Consultant, Borden
Council Liaison, Hrydziusko

Westerlund called the regular Planning Commission meeting to order at 7:34 p.m. virtually via Zoom per Executive Order 2020-154.

AMENDMENTS TO AGENDA/APPROVE AGENDA

Motion by Grinnan, second by Ostrowski, to approve the agenda as published.

Roll call vote:
Motion passed (7-0)

ELECTION OF CHAIRPERSON

Motion by Westerlund, second by Stempien, to elect Andrew Drummond as Chairperson of the Planning Commission.

Roll call vote:
Motion passed (7-0)

ELECTION OF VICE-CHAIRPERSON

Motion by Westerlund, second by Copeland, to elect Robert Stempien as Vice-Chairperson of the Planning Commission.

Roll call vote:
Motion passed (7-0)

ELECTION OF SECRETARY

Motion by Grinnan, second by Ostrowski, to elect Robert Ruprich as Secretary of the Planning Commission.

Roll call vote:
Motion passed (7-0)

Drummond arrived at 7:42 p.m.

REVIEW AND CONSIDER APPROVAL OF REGULAR PLANNING COMMISSION MINUTES OF A MEETING HELD JUNE 24, 2020

Motion by Grinnan, second by Ruprich, to approve the minutes of a regular Planning Commission meeting held June 24, 2020 as submitted.

Roll call vote:
Motion passed (8-0)

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

None.

REVIEW AND CONSIDER APPROVAL OF A SIGN FACE REPLACEMENT ON EXISTING POLE SIGN AT 31645 SOUTHFIELD ROAD, HEALTHQUEST

Borden provided an overview of the sign request at 31645 Southfield Road for a new business, HealthQuest. The proposal has been reviewed for compliance with the requirements of the Village Zoning Ordinance. If the application is approved by the Commission, the applicant must obtain a permit prior to installation. Borden clarified that the proposal before the Commission is only pertaining to the pole sign and that the wall sign proposal will be going before the Zoning Board of Appeals for a variance at their next meeting.

As outlined in the table below, Sections 22.32.095 and 22.32.110 provide the overall requirements for signs, while Section 22.32.120 provides regulations for nonconforming signs:

	Permitted	Proposed	Comments
Area	30 SF maximum	49.9 SF	Existing nonconformity
Number of signs	2 types	1 existing pole sign 1 existing wall sign	Both of the existing signs are nonconforming. The applicant has only applied to re-face the nonconforming pole sign. Another application will be required for a new/modified wall sign.
Height	Max 8'	12.5'	Existing nonconformity
Illumination	Back-lit, indirect, external, or no more than 30% internal	Information not provided	Application form notes that existing illumination will remain. Applicant should identify the existing illumination.
Setback	4' minimum	Information not provided	Existing sign structure. Applicant should identify existing setback.
Landscaping	200 SF min. area w/ live ground cover	Mix of stones and grass; size not provided	Existing condition. Applicant should provide size of landscape area. We suggest the applicant consider removal of stones and replacement with lawn/live groundcover
Color scheme	No more than 3 colors	Burgundy, black and white	In compliance
Lettering types	2 (max.)	2	In compliance

As noted above, the existing ground sign is nonconforming due to its size. Section 22.32.120(3) allows the changing of a nonconforming surface sign space to a lesser or equal area. In this instance, the proposal entails a surface sign space of an equal area.

Borden suggested the applicant remove the stones from ground around the base of the pole sign and replace with live ground cover.

John Pessina, 1773 Star Batt Drive, Rochester Hills MI, was in attendance and answered questions from the Commission on behalf of HealthQuest. Pessina stated that they would remove the stone and replace it with lawn. He clarified that the sign was 100% internally illuminated. HealthQuest leased both spaces in the building and would like to occupy the entire pole sign. The business plans to open by October 1.

Stempien was concerned that the area of the sign face was too large and that allowing the petitioner to use the entire sign face would exacerbate the nonconformity.

Borden clarified that the entire area is considered the sign face, despite the previous tenant's use of only the top half of the sign face.

Westerlund referred to the requirement of 200 square feet of landscape material. He would like to see more vertical landscaping and plant species in addition to grass at the base of the sign.

Pessina stated he would accommodate the landscaping requests.

Ostrowski asked if the Zoning Board of Appeals would receive a copy of the Planning Commission minutes when considering the wall sign variance, to which Administration affirmed they could be provided a copy of the minutes. Ostrowski expressed his concern about whether the existing wall sign would remain in place when the new business opens before obtaining a variance. He stated if the sign were removed then there would no longer be a nonconforming sign, so it should not be replaced as such.

LaPere and Borden clarified that the petitioners could not simply do a sign face change on the existing wall sign. Instead, it would have to come down and they would need to provide a compliant wall sign if they do not obtain the variance from ZBA.

Ostrowski stated he would be opposed to two wall signs on two different sides of the building.

Borden spoke to the design of the proposed wall signs.

Ostrowski agreed with the previous comments regarding updating the landscaping around the sign.

Ruprich asked if the tenant intends to use the entire building space or if it is subject to a sublease and other potential signs in the future.

Pessina confirmed that HealthQuest would be utilizing the entire space for a physical therapy facility and there is no intent to sublease any of the space.

Westerlund and Borden discussed setback requirements.

Borden suggested the applicant update the application to include the illumination and setback information for record keeping purposes.

Drummond noted that this sign was built to include two tenants and if approved, this would be the largest sign for one tenant in the village. He would like to see the sign stay within the constraints of the previous tenant's space, which is about 25 square feet. He also suggested vertical landscaping at the base of the sign to cover up some of the blank panel at the bottom. He believes a 50 square foot internally illuminated sign would be too bright.

Westerlund commented that there were several open items for this sign and was hesitant to move forward with approval without submittal of further details.

LaPere provided information on the temporary sign procedure.

Borden provided information on special event sign requirements.

Motion by Westerlund, second by Grinnan, that the Planning Commission tables the consideration for approval of a sign face replacement at the existing sign at 31645 Southfield Road for HealthQuest so the applicant can update the application to include information on illumination, setbacks, landscape materials, and consideration of the sign size. Furthermore, the Planning Commission approves the temporary placement of a special event sign of no more than 30 square feet for a grand opening.

Roll call vote:
Motion passed (8-0)

PUBLIC COMMENTS

None.

LIAISON COMMENTS

Hrydziuszkowski reminded the Commissioners that there will be a millage renewal on the next ballot and stated that it is imperative that the renewal is approved. She asked the Commission to help get the word out.

ADMINISTRATION COMMENTS

LaPere reported Administration received a sign request from BP that is still pending ongoing compliance issues. She also reported that Council approved the Village's engagement in the Redevelopment Ready Communities Program with MEDC.

COMMISSIONERS COMMENTS

Ostrowski asked if there was any updated discussion or direction from Council to the Planning Commission.

Wright said she was happy to be on the Commission and is looking forward to working with the group.

Stempien thanked the Commission for nominating him to serve as Vice Chairperson and welcomed Wright to the Commission. He asked for more information about the millage renewal to be posted on the Village website. He asked about BP's outstanding items.

Ruprich welcomed Wright.

Westerlund welcomed Wright to the Commission. He asked about the status of the Lahser Road applicant. LaPere stated the petition is still outstanding due to having to hold the public hearing during the COVID-19 pandemic.

Grinnan welcomed Wright to the Commission.

Copeland welcomed Wright and hopes to be back meeting in person soon.

Drummond apologized for being late to the meeting and welcomed Andrea Wright to the Commission. He asked for clarification on BP's pole sign request. Drummond asked the Zoning Board of Appeals to review the sign ordinance prior to making a decision on the variance for the wall sign for HealthQuest at 31645 Southfield Road. He noted the time and effort that went into developing the sign ordinance and does not want petitioners circumventing the ordinance through appeals to the ZBA.

Ostrowski would like the ZBA to take the sign ordinance into consideration when making decisions on variances. He would like the ZBA to refer to the Planning Commission minutes to see the Commissioners' thoughts and concerns on the issues. Grinnan agreed.

The meeting was adjourned at 8:44 p.m.

Andrew Drummond
Planning Commission
Chairperson

Kristin Rutkowski
Village Clerk

September 18, 2020

Planning Commission
Village of Beverly Hills
18500 W. 13 Mile Road
Beverly Hills, MI 48025

Attention:	Erin LaPere, Planning and Zoning Administrator
Subject:	Health Quest – Sign application review #2
Location:	31645 Southfield Road – west side of Southfield Road, north of 13 Mile Road
Zoning:	B Business District and VCOD Village Center Overlay District

Dear Commissioners:

At the Village’s request, we have reviewed the revised sign submittal from Health Quest for their new business at 31645 Southfield Road. The current request entails a sign face change for the existing nonconforming pole sign, as well as a new wall sign.

The proposal has been reviewed for compliance with the requirements of the Village Zoning Ordinance. If the application is approved by the Commission, the applicant must obtain a permit prior to installation.

As outlined in the table below, Sections 22.32.095 and 22.32.110 provide the overall requirements for signs, while Section 22.32.120 provides regulations for nonconforming signs:

	Permitted	Proposed	Comments
Area	30 SF maximum	49.9 SF (pole) 29.9 SF (wall)	Existing nonconformity In compliance
Number of signs	2 types	1 pole sign 1 wall sign	Existing nonconformity In compliance
Height	Max 8’	12.5’	Existing nonconformity
Illumination	Back-lit, indirect, external, or max. 30% internal	Pole sign – internal Wall sign – halo	Existing nonconformity In compliance
Setback / wall projection	4’ minimum / 12” maximum	9’ 12”	In compliance In compliance
Landscaping	200 SF min. area w/ live ground cover	Pole sign sits within a landscaped area	Applicant removed stone and installed mulch, shrubs, and perennials
Color scheme	No more than 3 colors	Burgundy, black and white	In compliance
Lettering types	2 (max.)	2	In compliance

As noted above, the existing pole sign is nonconforming due to its size, height, and type. Section 22.32.120(3) allows the changing of a nonconforming surface sign space to a lesser or equal area. In this instance, the proposal entails a surface sign space of an equal area.

It is also worth noting that the applicant has attempted to mitigate the size of the nonconforming pole sign face by reducing the size of the advertising portion to 33.3 square feet (with blocks of color added to the top and bottom).

Should you have any questions concerning this matter, please do not hesitate to contact me.

Respectfully,
SAFEBUILT STUDIO



Brian V. Borden, AICP
Planning Manager

Village of Beverly Hills Application for Sign Permit

Rev. 2-28-13

Permit No. _____

Date Applied _____

Business Name	<u>HealthQuest Physical Therapy</u>
Business Address	<u>31645 Southfield Rd</u>
Phone	<u>248-601-9207 ext.9977</u>

Building Street Frontage

Primary 30'

Secondary (if applicable) _____

Business Frontage

(if different than building street frontage)

Applicant or Contractor John Pessina (HealthQuest)

Address 1773 Star Batt Drive

City Rochester Hills

Zip 48309

Phone 248-601-9207 Ext. 9977 Email jpessina@hqpt.com

Sign Type:

Permanent

Wall Describe wall to be used (front, side, rear): **Side**

Ground **New faces for existing sign**

Canopy

Temporary From: _____ To: _____

Describe type of temporary sign:

Describe location of proposed sign:

Existing ground sign is in the front of the building on the North end of the property.

Wall sign mounted to South side of building on the brick at the top.

Describe creative/unique aspects of sign in keeping with sign ordinance purpose and intent:

Size of sign	Ground	Wall
Length	80"	19"
Height	60"	227"
Total s.f.	33.33	29.95
Depth or projection	12.25"	12"
Height from grade	57.5"	57.5"

Existing signs currently located on property

Number of signs 2

Type(s) 1 Wall & 1 Ground

Square footage per sign Wall = 29.95 sq.ft. Ground = 33.33 sq.ft.

List all sign colors (white and black considered a color)

- 1 Burgundy
- 2 Black
- 3 White

Sign Lighting	Ground	Wall
Type of lighting proposed	Existing	LED Halo-lit
Size of light fixture (Length/Hgt/Width)		LED Modules
Maximum wattage per fixture		
Location	sign interior	Halo-lit exterior
Number of fixtures proposed		
Height from grade	150"	24'

Landscaping (if applicable)

Proposed landscape materials

Sign Review Presentation Requirement Checklist

- Payment of review fee
- * 8.5"x11" color photo of existing building
- * 8.5"x11" color photo of adjacent building(s)
- * Site plan showing sign location dimensions
- * Rendering or 8.5"x11" photo or rendering of building with proposed signage
- * Show building length
- * Sign height and width
- * Color photos of existing signage including location and size
- Landscape plan showing all existing and proposed planting materials and square footage (if applicable)
- Sign base material (ground or development signs only)
- Location of all existing and proposed light fixtures illuminating sign
- Dimensions from the sign to each end of the building or space
- True colors of sign, background, and logos
- Cut view of sign indicating thickness and mounting details
- Cut sheet of proposed lighting including size, color and manufacturer
- Foam Core presentation board
 - Approximately 24"x36"
 - Attach all pictures and plans
 - Attach color and material samples
 - Attach lighting cut sheets
- 12 copies containing the above information as indicated*

I hereby certify that the above answers are correct and true

Signature of Applicant

Date

Subscribed and sworn to before me this _____ day of _____ AD

Notary Public:

County, Michigan:

Commission expires:

Note: Erecting of a permanent sign prior to Planning Commission approval will result in a fine double the sign per



New LED Halo-lit reverse channel letter wall sign Pan Painted to Match Building

PHYSICAL THERAPY 19"

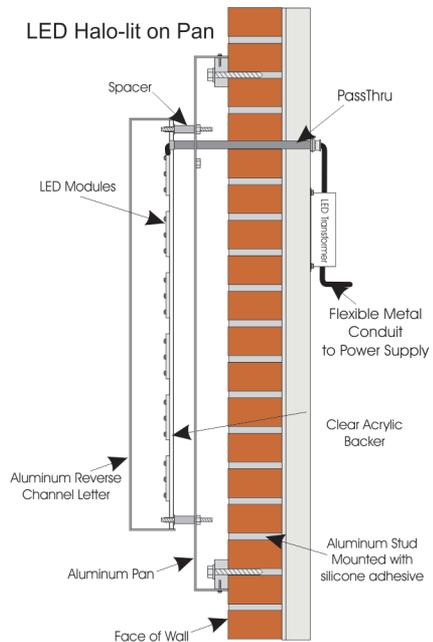
227"

Building: 26'h x 30'w = 780 sq.ft.
 Wall Sign: 19" x 227" = 29.95 sq.ft.
 Ground Sign: 80" x 60" = 33.33 sq.ft.

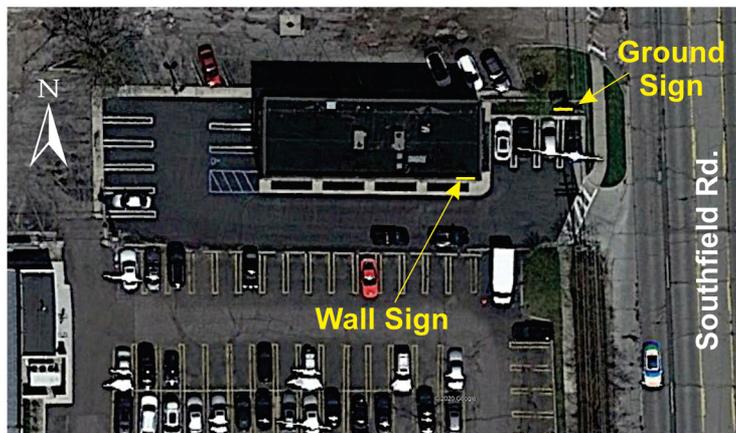
Letters Painted White
 White LED Halo-lit



New Faces for Existing Ground sign

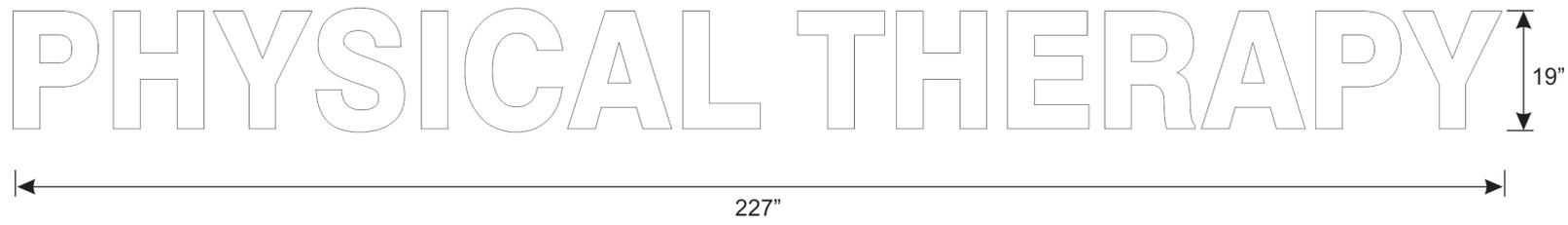


31645 Southfield Road
 Beverly Hills





New LED Halo-lit reverse channel letter wall sign



Regarding the street sign and in response to the questions and concerns from the Zoom meeting held on August 26, 2020 with the Planning Commission:

- The existing street sign was designed to house two signs as the building was originally designed to house two tenants (as seen from the previous tenant's street sign). The petitioner has entered a lease to occupy the entire building with no intent to sublease any of the space, therefore being the only tenant.
- The existing rock under the sign is not in compliance. During the meeting on 8/26 the petitioner agreed to plant "live ground cover" to comply and agreed to make it more pleasing to the eye and not just plant sod. Mr. Drummond referenced the Beverly Hills Grill and Taco Bell as two good examples. In only three days after the meeting we removed all the rock and landscaped the entire area (see attached before and after pictures) as requested.
- The existing illumination has been confirmed to be internal and the new face/insert will occupy the entire frame and with the revised design there would be less white space, therefore softer light being allowed to shine through (there was some concern as to the brightness of the sign given its size). We also feel that if half the sign is left blank it would not be aesthetically pleasing and could be portrayed as half the building being vacant, which as stated earlier is not the case. After the meeting with the planning commission it is our understanding that we can utilize the entire sign given it all has to be replaced and that it is an existing sign. We have revised our original design (see attachments) and shrunk the area where the words are and bordered the entire sign to utilize the entire frame/face of the sign so it is aesthetically pleasing and balanced as well as very close to compliance for square footage based on the words if it were a new sign.
- The side of the sign closest to the edge of the sidewalk that runs parallel to Southfield Rd and is closest to the building is set back 9'9".

I believe that addresses all the questions and concerns that were raised in the meeting on 8/26 with the planning commission.

The building sign being proposed is in compliance with the building sign ordinances.

We appreciate your consideration and we look forward to being part of your community.

Respectfully,

John M. Pessina

V.P of Marketing and Public Relations





BEVERLY HILLS

NAIL SPA

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NAIL SPA
31645

31645

Future Home of

WE AG
HERE
BY