

**Village of Beverly Hills
Planning Commission Meeting
Wednesday, October 28, 2020**

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

Virtual Meeting Link: <https://us02web.zoom.us/j/81420966642>
Meeting ID: 814 2096 6642
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 September 23, 2020.
4. Public comments on items not on the published agenda.
5. Review and consider approval of a sign face replacement on existing pole sign at 31645 Southfield Road, HealthQuest.
6. Review and consider approval of a new wall sign at 16267 W Fourteen Mile Rd, Diag Partners.
7. Review and consider approval of a new wall sign and a replacement sign face on existing ground sign at 31255 Southfield Rd, MK Atelier Salon.
8. Review and consider approval of a new ground sign at 31015 Southfield Rd, BP Gas Station.
9. Public comments.
10. Liaison comments.
11. Administration comments.
12. 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, Wilensky, and Wright

Absent: None

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

Drummond called the regular Planning Commission meeting to order at 7:30 p.m. virtually via Zoom per Executive Order 2020-154.

APPROVE AGENDA

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

Roll call vote:

Motion passed (9-0)

REVIEW AND CONSIDER APPROVAL OF REGULAR PLANNING COMMISSION MINUTES OF MEETING HELD AUGUST 26, 2020

Motion by Stempien, second by Ruprich, to approve the minutes of a regular Planning Commission meeting held August 26, 2020.

Roll call vote:

Copeland – Yes

Drummond – Yes

Grinnan – Yes

Ostrowski – Yes

Ruprich – Yes

Stempien – Yes

Westerlund – Yes

Wilensky – Abstain

Wright – Yes

Motion passed (8-0)

PUBLIC COMMENTS ON ITEMS NOT ON THE PUBLISHED AGENDA

None

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

Borden gave an overview of the revised sign submittal from HealthQuest for their new business at 31645 Southfield Road. The 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

Borden noted 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).

Stuart Siegner was present on behalf of HealthQuest, 31645 Southfield Road, and stated that they used burgundy blocks on the proposed sign to soften the lighting. He stated that they tried to minimize the Commissioners' concerns.

Westerlund, Grinnan, and Wright commented on the improvements that the applicants made to the landscaping on the property.

Ostrowski asked if the applicant would be allowed to occupy both panels of a multi-tenant sign. Borden responded by clarifying the definition of "sign face" as the entire area of the sign, which is what he based his recommendation on.

The commission discussed the size of the pole sign and the aesthetics of the community.

Stempien commented that a nonconforming sign should be removed 90 days after the business to which it is an accessory to is vacated, per the ordinance.

Drummond noted that the proposed wall sign would be the first in the village that does not face the street, but that it meets the ordinance requirements. He expressed concern over the illumination of the pole sign.

Motion by Grinnan, second by Westerlund, the Planning Commission approves the wall sign request at 31645 Southfield Road as submitted.

Roll call vote:
Motion passed (9-0)

The Commission resumed their discussion regarding the pole sign.

Commissioners had questions regarding the 90 day removal provision of the ordinance. LaPere clarified that section was not applicable to this situation since the building had continued use.

Siegner asked for the request to be tabled in order for the applicant to make revisions to comply with the concerns brought up in the discussion.

Motion by Wilensky, second by Grinnan, the Planning Commission postpones decision on the ground sign application to the next regular meeting at the request of the applicant.

Roll call vote:
Motion passed (9-0)

PUBLIC COMMENTS

None.

LIAISON COMMENTS

Hrydziusko encouraged everyone to read Councilmember Mooney's comments from the last Council meeting regarding the scenario if the millage proposal does not pass.

ADMINISTRATION COMMENTS

LaPere reported that there would be at least two sign requests on the October meeting agenda.

Borden reported that the Michigan Association of Planning conference will be held remotely on October 7-9, 2020.

COMMISSIONERS' COMMENTS

Copeland hopes everyone is doing well with their kids and their schooling.

Ruprich stated he understands the coronavirus concerns, but was disappointed the Halloween event will not move forward this year.

Wilensky apologized for missing the previous meeting and belatedly welcomed Wright to the Commission.

Grinnan stated, in regard to community events, that they are hard decisions to make during these times. She appreciates this applicant's good faith efforts being made.

Westerlund spoke about the nonconforming sign situation at Nexus Academy from several years ago.

Ostrowski asked about the KFC sign that was damaged.

Drummond mentioned several temporary signs that are in the public right of way on Southfield Road and requested administration stay on top of those.

ADJOURNMENT

The meeting was adjourned at 8:45 p.m.

Andrew Drummond
Chairperson

Kristin Rutkowski
Village Clerk



To: Andrew Drummond, Chairperson; Planning Commissioners

From: Erin LaPere, Planning & Zoning Administrator

Date: October 22, 2020

Re: Request for sign face change at 31645 Southfield Rd, HealthQuest

The Village has received a revised submittal for the sign face change on the existing pole sign at 31645 Southfield Road, HealthQuest Physical Therapy. The rendering depicts the sign text/imagery occupying 29.81 square feet of the existing sign face. They will utilize gray panels to block off the excess sign face area to the top and bottom.

As noted in their submittal, HealthQuest has also shown a rendering of the sign copy located solely within the top half of the existing sign face to provide visual representation of the rationale for their request for approval of the centered sign copy.

In addition to the updated rendering and statement from HealthQuest, please find the submittal documents and review letter from September enclosed.

eel

attachments

We have attached a revised version of the pole sign showing that we are within the 30 sq ft and in doing so have grayed out the additional square footage on the top and bottom so it appears as a one tenant building, which it is. On the right we are showing the difference if we were to only occupy (not at all our preference nor are we proposing that, we included it to show the difference) the top half of the sign as the last single tenant did, but it should be noted that they didn't occupy the entire building and part of it was vacant. We still believe that this represents that a portion of the building is vacant and we don't believe that this is something that the Village wants to portray and we also believe that the rendering on the left is balanced and esthetically pleasing.

Respectfully,

John M. Pessina

V.P of Marketing and Public Relations





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 Existing	Wall LED Halo-lit
Type of lighting proposed		
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 herby 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

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



New LED Halo-lit reverse channel letter wall sign

Pan Painted to Match Building



Building: 26'h x 30'w = 780 sq.ft.

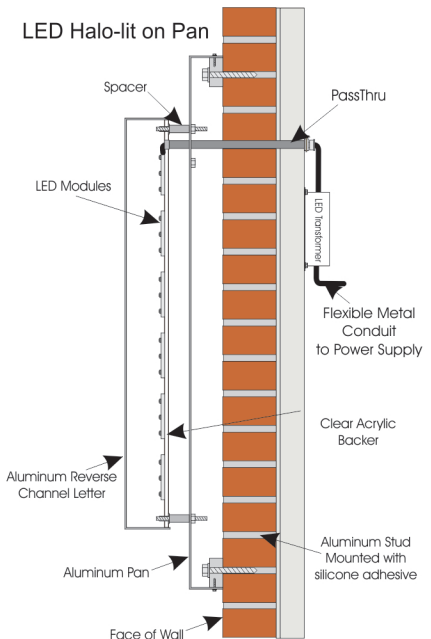
Wall Sign: 19" x 227" = 29.95 sq.ft.

Ground Sign: 80" x 60" = 33.33 sq.ft.

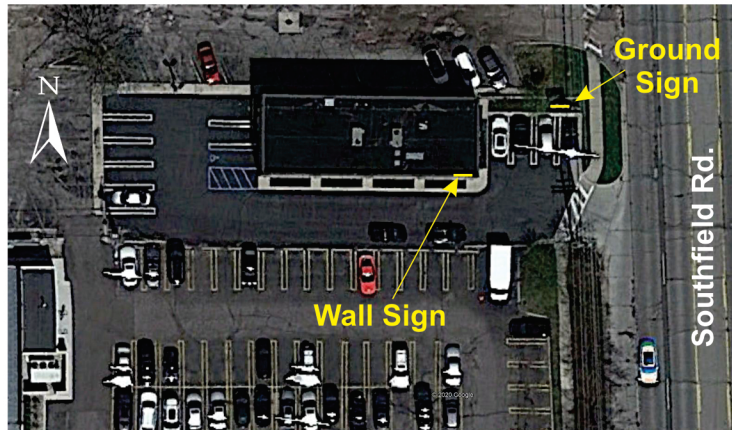
Letters Painted White
White LED Halo-lit



New Faces for
Existing Ground sign



31645 Southfield Road
Beverly Hills







BEVERLY
HILLS

NAIL SPA

BEVERLY HILLS
NAIL SPA
31645

31645

FUTURE HOME OF

NEAR
HILL



October 6, 2020

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

Attention:	Erin LaPere, Planning and Zoning Administrator
Subject:	Diag Partners – Sign application review
Location:	16267 W. 14 Mile Road – south side of 14 Mile, between Pierce and Edgewood
Zoning:	O-1 Office District

Dear Commissioners:

At the Village's request, we have reviewed the submittal requesting a new wall sign for Diag Partners 16267 W. 14 Mile Road.

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.

Sections 22.32.095 and 22.32.110 provide regulations for ground signs, which are outlined in the table below:

	Permitted	Proposed	Comments
Area	30 SF maximum	22.5 SF	In compliance
Number of signs	2 types	1 wall sign	In compliance
Wall projection	12" (max.)	Less than 12"	In compliance
Illumination	Back-lit, indirect, external, or no more than 30% internal	External	In compliance; fixture must be shielded to prevent off-site glare
Color scheme	No more than 3 colors	1 - black	In compliance
Lettering types	2 (max.)	1	In compliance

As outlined in the table above, the proposed wall sign complies with the requirements of Section 22.32 Signs of the Village Zoning Ordinance.

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>Diag Partners</u>
Business Address	<u>16267 W. 14 Mile Rd Beverly Hills Mi 48025</u>
Phone	<u>248 387 9578</u>

Building Street Frontage

Primary 70'

Secondary (if applicable) _____

Business Frontage sole occupant. Same as building frontage.

(if different than building street frontage)

Applicant or Contractor Fairmont Sign Company

Address 3750 Outer Dr E

City Detroit

Zip 48234

Phone 313 368 4000

Sign Type:

☒ Permanent

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

☐ Ground

☐ Canopy

☐ Temporary From: _____ To: _____

Describe type of temporary sign:

Describe location of proposed sign:

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

Size of sign

Length 31.375"

Height 45"

Total s.f. 22.5"

Depth or projection

Height from grade 89" to top of sign. 45" to bottom

Existing signs currently located on property

Number of signs 0

Type(s)

Square footage per sign

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

1 Painted with Wrought Iron Finish Paint from Portola

2

3

Sign Lighting

Type of lighting proposed External Flood Light

Size of light fixture (Length/Hgt/Width)

Maximum wattage per fixture

Location

Number of fixtures proposed

Height from grade

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 indicated as *

I hereby certify that the above answers are correct and true

Garo Danayan
Signature of Applicant

9/23/2020
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 permit fee

Diag | Wall Sign

NOTE: Renderings below utilize sample dimensions.



PROPOSED SIGNAGE- DAY VIEW



PROPOSED SIGNAGE- NIGHT VIEW



QTY 1: Wall Sign with Wrought Iron Finish





FAIRMONT
SIGN COMPANY

3750 East Outer Drive
Detroit, MI 48234
t: 313.368.4000 f: 313.368.9335
www.fairmontsign.com

Client:

Diag Partners

Date:
8/25/20

File:
Accounts/Misc/Diag

Designer:
RNB

Scale:
NA

Job#	Sheet#
00000	1 of 1

Revision #	Date:
1	8-28-20

Revision Description:

Customer Approval:

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UNLESS OTHERWISE NOTED, ALL COLORS PORTRAYED ARE REPRESENTATIVE ONLY.

ALL DIMENSIONS TO BE FIELD VERIFIED PRIOR TO INSTALLATION



October 20, 2020

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

Attention:	Erin LaPere, Planning and Zoning Administrator
Subject:	MK Atelier Salon – Sign application review
Location:	31255 Southfield Road – west side of Southfield Rd, north of 13 Mile
Zoning:	B Business District

Dear Commissioners:

At the Village's request, we have reviewed the submittal requesting new signage for MK Atelier Salon at 31255 Southfield Road. The project entails a new wall sign, and a new sign panel on the existing multi-tenant ground 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.

Sections 22.32.095 and 22.32.110 provide regulations for ground signs, which are outlined in the table below:

	Permitted	Proposed	Comments
Area	30 SF maximum	16 SF (wall) 9.8 SF (ground sign)	In compliance
Number of signs	2 types	1 wall sign 1 ground sign panel	In compliance
Wall projection	12" (max.)	4.5"	In compliance
Illumination	Back-lit, indirect, external, or no more than 30% internal	Internal	Applicant must demonstrate that 30% standard is met
Color scheme	No more than 3 colors	2	In compliance
Lettering types	2 (max.)	2	In compliance
Spacing	20' (min.)	12' to S (approx.) 16' to N (approx.)	22.32.095(10) gives PC discretion to reduce

As outlined in the table above, the proposal is generally compliant with the requirements of Section 22.32 Signs of the Village Zoning Ordinance; however, the applicant must demonstrate compliance with the internal illumination standard (no more than 30% of the sign area). The Commission would also need to use its discretion to reduce the spacing between wall signs, which is common in this development.

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
 Building & Planning
 18500 W 13 Mile Rd
 Beverly Hills, MI 48025
 Phone: (248) 646-6404 Fax: (248) 646-3703
www.villagebeverlyhills.com

****Staff Use Only****

Date Received: _____
 Review/Mtg Date: _____
 Decision: _____
☐ Approved ☐ Denied ☐ ZBA
 Notes: _____

Application for Sign Permit	
Property Address & Parcel I.D. Number(s)	Address: <u>31255 Southfield Rd Ste B</u>
	Parcel ID(s):
Property Information (Attach additional pages if necessary)	Primary Street Frontage: <u>Southfield</u> Secondary Street Frontage: <u>N/A</u>
	Business Frontage (if different than building):
	Landscaping (if applicable): <u>N/A</u>
First Sign Information * (Attach additional pages if necessary)	Type (e.g. wall or ground): <u>Wall</u> <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Temporary
	Setback (if applicable):
	Size: <u>4'</u> L x <u>4'</u> H = <u>16</u> sq ft
	Depth or Projection: <u>4"</u>
	Sign Colors (incl white/black): <u>Gloss black Gerber brushed Gold</u>
	Lighting (type, size, number, etc): <u>Internal LED Illumination</u>
Second Sign Information * (Attach additional pages if necessary)	Type (e.g. wall or ground): <u>Tenant Panels</u> <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Temporary
	Setback (if applicable):
	Size: <u>4'-11 1/2"</u> L x <u>1'-11 3/4"</u> H = <u>10</u> sq ft
	Depth or Projection:
	Sign Colors (incl white/black): <u>Brown / white</u>
	Lighting (type/size/number/etc):
Existing Sign Information	Sign Type: <u>Channel letter</u> Number of Signs: <u>1</u>
	Square Footage per sign:
Applicant	Contact Name: <u>Clyde Canko</u>
	Business Name: <u>Lakeview Signs & Service</u>
	Address:
	City: State: Zip:
	Phone: <u>586-992-8496</u> Email: <u>Lakeviewsignsservice@gmail.com</u>
Property Owner <input type="checkbox"/> Same as Applicant	Contact Name: <u>Tonya Klen</u>
	Business Name (if applicable): <u>MK Alterier Salon</u>
	Address: <u>31255 Southfield RD Ste B</u>
	City: <u>Beverly Hills</u> State: <u>MI</u> Zip: <u>48025</u>
	Phone: <u>248-854-6034</u> Email: <u>MKalterier@gmail.com</u>
	Property Owner Signature (if other than applicant):
Applicant Signature	X:

In order to be considered at an upcoming meeting, this application and all required documents and materials must be submitted by the established deadline date for the next regular meeting of the Planning Commission. Submittal by deadline does not guarantee placement on the agenda. Please refer to Sections 22.32 for complete sign regulations. Note: the applicant or a representative must be present at all meetings.

* Full color rendering(s) of existing and proposed sign(s) with required measurements and depicted in the proposed location with applicable building measurements, set back measurements, and any other applicable information is required with submittal.

MKA | Concept

NOTE: Renderings below utilize sample dimensions.



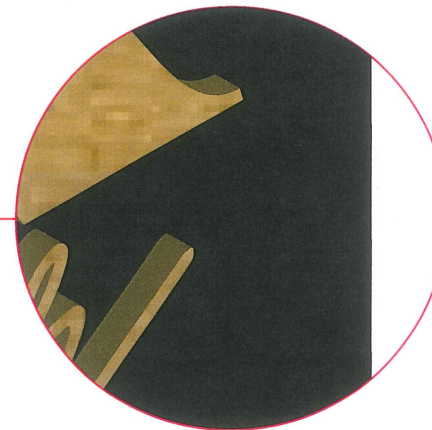
PROPOSED SIGNAGE- DAY VIEW



PROPOSED SIGNAGE- NIGHT VIEW



**QTY 1: LED Illuminated Wall Sign
with Routed Face & Push Thru Copy**



1/2" Push Thru Copy

FAIRMONT
SIGN COMPANY

3750 East Outer Drive
Detroit, MI 48234
t: 313.368.4000 f: 313.368.9335
www.fairmontsign.com

Client:

MK Atelier

Date:
8/17/20

File:
Accounts/Misc/MKA

Designer:
RNB

Scale:
NA

Job# 00000 Sheet# 1 of 4

Revision # 3 Date: 10-12-20

Revision Description:

Customer
Approval:

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UNLESS OTHERWISE NOTED, ALL COLORS PORTRAYED ARE REPRESENTATIVE ONLY.


**ALL DIMENSIONS TO BE
FIELD VERIFIED PRIOR TO
INSTALLATION**

MKA | Concept

NOTE: Renderings below utilize sample dimensions.



1/2" Push Thru Copy



FAIRMONT
SIGN COMPANY

3750 East Outer Drive
Detroit, MI 48234
t: 313.368.4000 f: 313.368.9335
www.fairmontsign.com

Client:

MK Atelier

Date:
8/17/20

File:
Accounts/Misc/MKA

Designer:
RNB

Scale:
NA

Job#	Sheet#
00000	2 of 4

Revision #	Date:
3	10-12-20

Revision Description:

Customer Approval:

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MKA | Concept

NOTE: Renderings below utilize sample dimensions.




EXISTING SIGNAGE



PROPOSED SIGNAGE



QTY 2: Tenant Panel Replacement Faces



FAIRMONT
SIGN COMPANY

3750 East Outer Drive
Detroit, MI 48234
t: 313.368.4000 f: 313.368.9335
www.fairmontsign.com

Client:

MK Altelier

Date:
8/17/20

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Accounts/Misc/MKA

Designer:
RNB

Scale:
NA

Job#	Sheet#
00000	4 of 4

Revision #	Date:
3	10-12-20

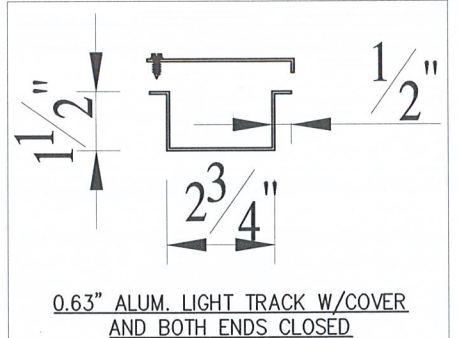
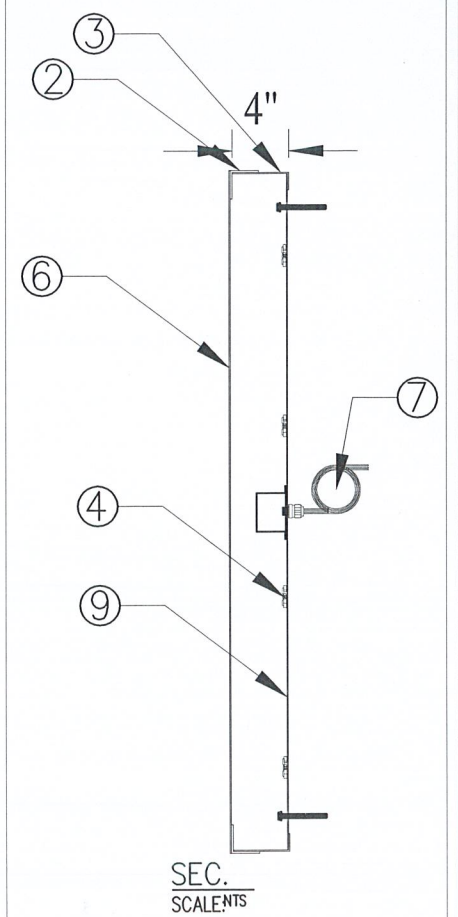
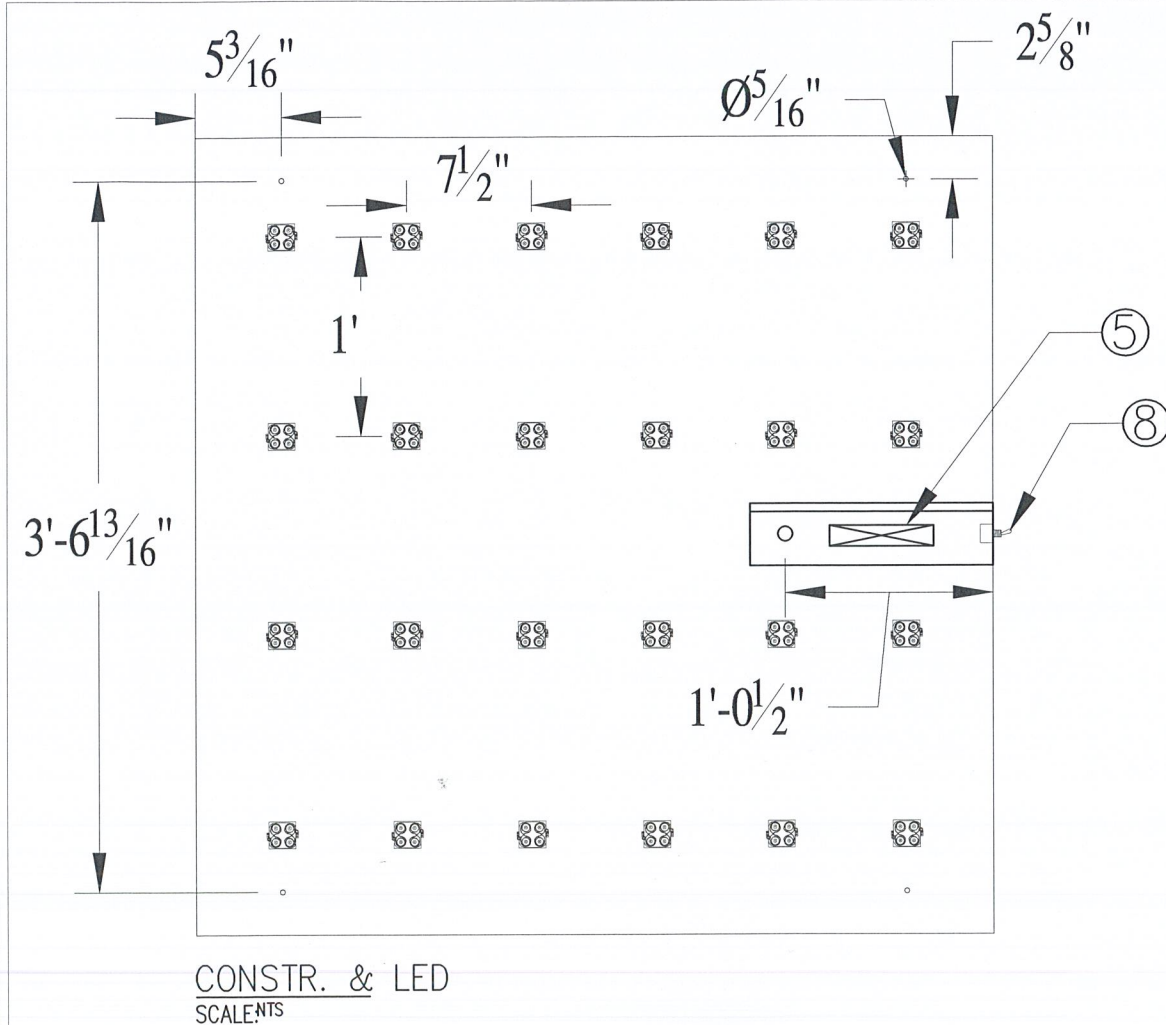
Revision Description:

Customer Approval:

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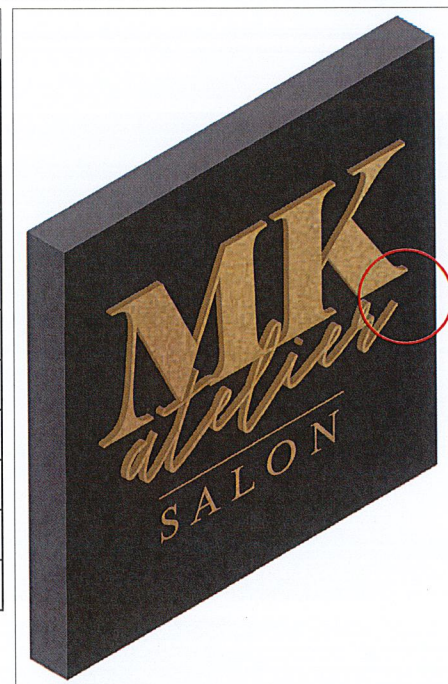
UNLESS OTHERWISE NOTED, ALL COLORS PORTRAYED ARE REPRESENTATIVE ONLY.

ALL DIMENSIONS TO BE FIELD VERIFIED PRIOR TO INSTALLATION



PART LIST FOR PART # MK SALON

BOM#	QTY	UOM	PART#	ITEM DESCRIPTION	NOTES
1	16	FT	PL0051	.177 X 48" x 96" CLEAR ACRYLIC SHEET	
2	16	FT	A00024	2" X 2" X 1/8" 6063-T52 ALUMINUM SHARP	
3	16	FT	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE	PAINTED MK SALON COLOR
4	24	EA	L10178	HANLEY LED PHOENIX NRG PF-4180 7000K	
5	1	EA	L10079	HANLEY 60W POWER SUPPLY	
6	16	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE	
7	1	EA	E00049	1/2" ANACONDA SEALTITE CONDUIT WEATHERPROOF	
8	1	EA	E00021	SPEMCO 24" TOGGLE SWITCH 11850S/24/SP	
9	16	SF	A00056	.080" WHITE /WHITE ALUMINUM SHEET 60" X	





October 21, 2020

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

Attention:	Erin LaPere, Planning and Zoning Administrator
Subject:	BP – Sign application review
Location:	31015 Southfield Road – northwest corner of Southfield and 13 Mile Roads
Zoning:	B Business District and Village Center Overlay District

Dear Commissioners:

At the Village's request, we have reviewed the submittal requesting a new ground sign for BP at 31015 Southfield Road.

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.

Sections 22.32.095 and 22.32.110 provide regulations for ground signs, which are outlined in the table below:

	Permitted	Proposed	Comments
Area	30 SF maximum (ground)	26.7 SF	In compliance
Number of signs	2 types	1 ground sign	In compliance
Height	8' maximum	7'-3"	In compliance
Illumination	Back-lit, indirect, external, or no more than 30% internal	29.9% internal Price only - electronic	In compliance
Setback	4' minimum	13' – 13 Mile 11' – Southfield	In compliance
Landscaping	200 SF min. area w/ live ground cover	More than 200 SF w/ grass and shrubs	In compliance
Color scheme	No more than 3 colors	Green, yellow, and white	In compliance
Lettering types	2 (max.)	1	In compliance

As outlined in the table above, the proposed ground sign complies with the requirements of the Village Zoning Ordinance.

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	bp
Business Address	31015 Southfield
Phone	(248) 540-3870

Building Street Frontage

Primary

142' (Southfield Rd.)

Secondary (if applicable)

138' (13 mile Rd.)

Business Frontage

(if different than building street frontage)

building 84' Frontage

Applicant or Contractor

Aver. Sign Co.

Address

359 Livermois

City

Ferndale

Zip

48220

Phone

(248) 542-0678

Sign Type:



Permanent



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



Ground

(Existing)



Canopy



Temporary

From: _____

To: _____

Describe type of temporary sign:

Describe location of proposed sign:

12' From 13 mile
20' From Southfield

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

Size of sign

Length 4.0'
Height 6' 2 3/8"
Total s.f. 26.7
Depth or projection N/A
Height from grade 7.3

Existing signs currently located on property none

Number of signs _____
Type(s) _____
Square footage per sign _____

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

1 White
2 Yellow
3 Green } See Rendering Also

Sign Lighting

Type of lighting proposed Interior LED
Size of light fixture (Length/Hgt/Width) _____
Maximum wattage per fixture _____
Location Interior of Sign
Number of fixtures proposed 0
Height from grade 7.3"

Landscaping (if applicable)

Proposed landscape materials

See Site plan Attached. Aver
Sign Co. not responsible for
landscape.

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"

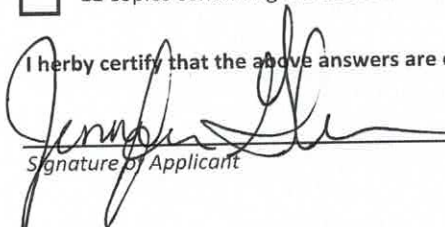
Attach all pictures and plans

Attach color and material samples

Attach lighting cut sheets

- ☐ 12 copies containing the above information indicated as *

I hereby certify that the above answers are correct and true



Signature of Applicant

7-7-20

Date

Subscribed and sworn to before me this 7th day of July AD

Notary Public:

County, Michigan:

Commission expires:



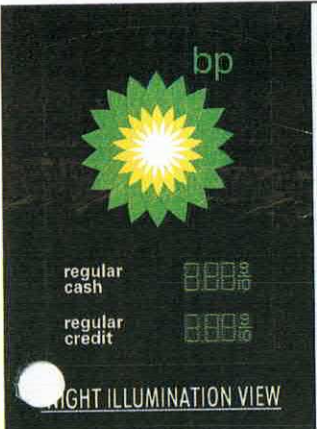
Oakland

2-27-25

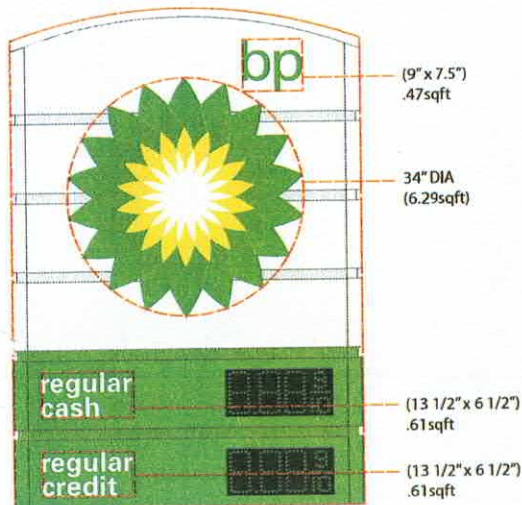
Note: Erecting of a permanent sign prior to Planning Commission approval will result in a fine double the sign permit fee



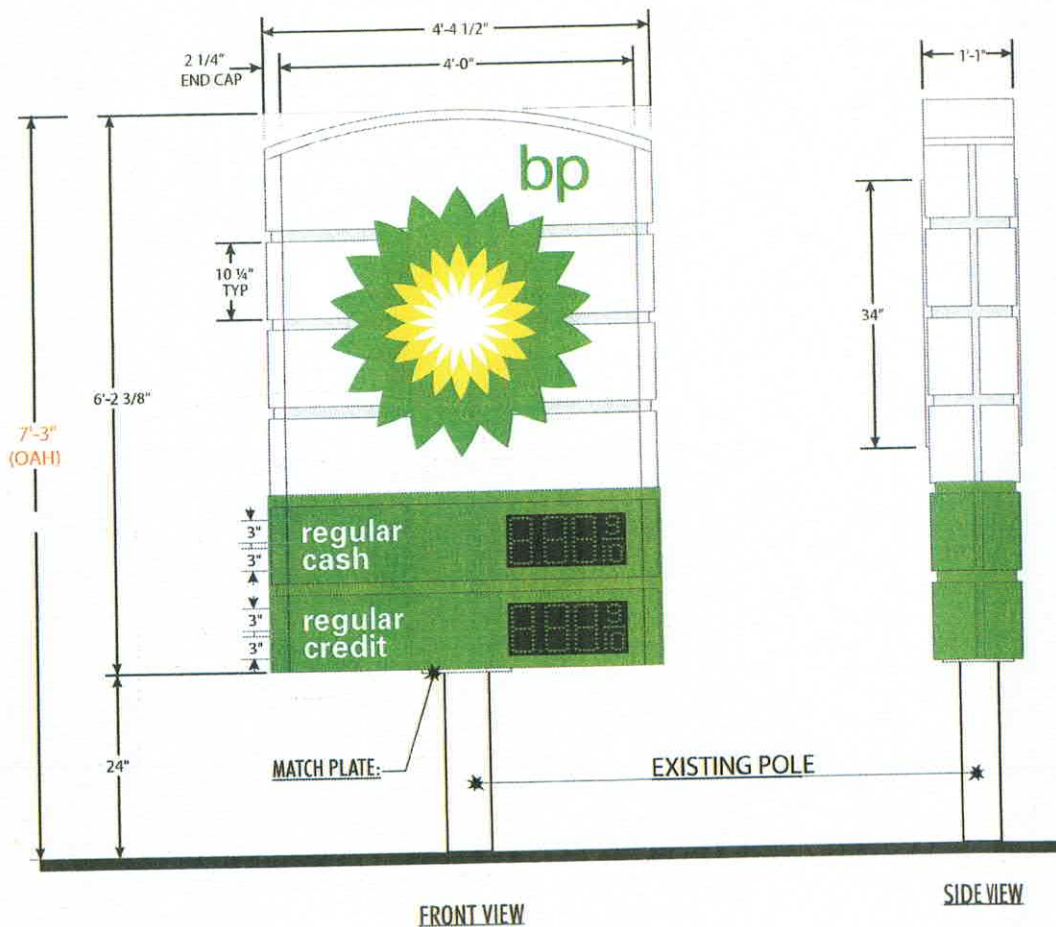
Revised Layout with Opaque Logo Field to meet City Ordinance
Sign Overall Height reduced to 96"



Sign Total 26.7sqft * 30% = 8.01sqft



Illuminated Sqft.
7.98 Total



6135 District Blvd • Maywood, CA 90270
800-433-4283 • Fax: 323-540-7743
Website: www.signresource.com

REVISION HISTORY:

REV	DATE	REVISIONS BY	APPROVED BY
A	03/11/20	J.V	D.Q.

INITIAL DRAWING RELEASE

PARTS LIST:

ITEM	DESCRIPTION
A	PMS 355C
B	PMS 368C
C	PMS 109C
D	PANTONE WHITE
E	PMS 348
F	BLOCKOUT
G	
H	

MATERIAL LIST

1	118" POLYCARBONATE- HELIOS/ TOP CAP
2	095" POLYCARBONATE- PANEL /ENDCAP

SECOND SURFACE DECORATION

NOTE: WEIGHTS AND MEASURES

Weights and Measures requirements vary by State, County and Municipality. It is the responsibility of the customer to confirm that their graphics are compliant with all local Regulations, Statutes and Ordinances. Compliance must be confirmed by the party obtaining the permit. SignResource is not liable for misinterpretation of local weights and measures requirements or any rule changes that may occur after the order has been placed.

If permitting and installation is provided by SignResource, we will make every effort to confirm the signage provided is compliant at the time of installation.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

GENERAL NOTES

1. TOLERANCES (UNLESS NOTED):
• GRAPHICS: ± 1/8" • FACE SIZE: ± 1/16" ± 1/32"
• CANNES: ± 1/8" • VINYL OVERLAP: ± 1/8" ± 1/16"
• ALL COPY LEVEL UNLESS NOTED OTHERWISE
2. VIEWING DISTANCE 25' TO 50' UNLESS NOTED OTHERWISE
3. PMS COLOR CALLOUT INDICATES USE OF SPENTRAL MAX SYSTEM
4. NO DEVIATION OR MATERIAL SUBSTITUTION WITHOUT DEN
5. ALL ELECTRICAL SIGNS TO COMPLY WITH UL 90

BP 26 SQ. FT. SIGN
DOUBLE FACE ILLUMINATED
CENTER POLE MONUMENT

PREPARED BY: L. ESARZA

CHECKED BY: DOMCHE

DATE: 03/11/2020

PROJECT: 9260167/16506 BEVERLY HILLS, HI

DRAWING: 330957

REV: A

SHEET: 1 OF 1

PROJECT: BPG26LED2P-004

DATE: 03/11/2020

REV: A

SHEET: 1 OF 1

PROJECT: BPG26LED2P-004

DATE: 03/11/2020

REV: A

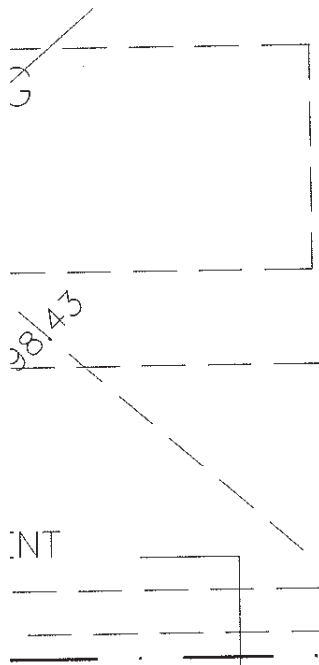
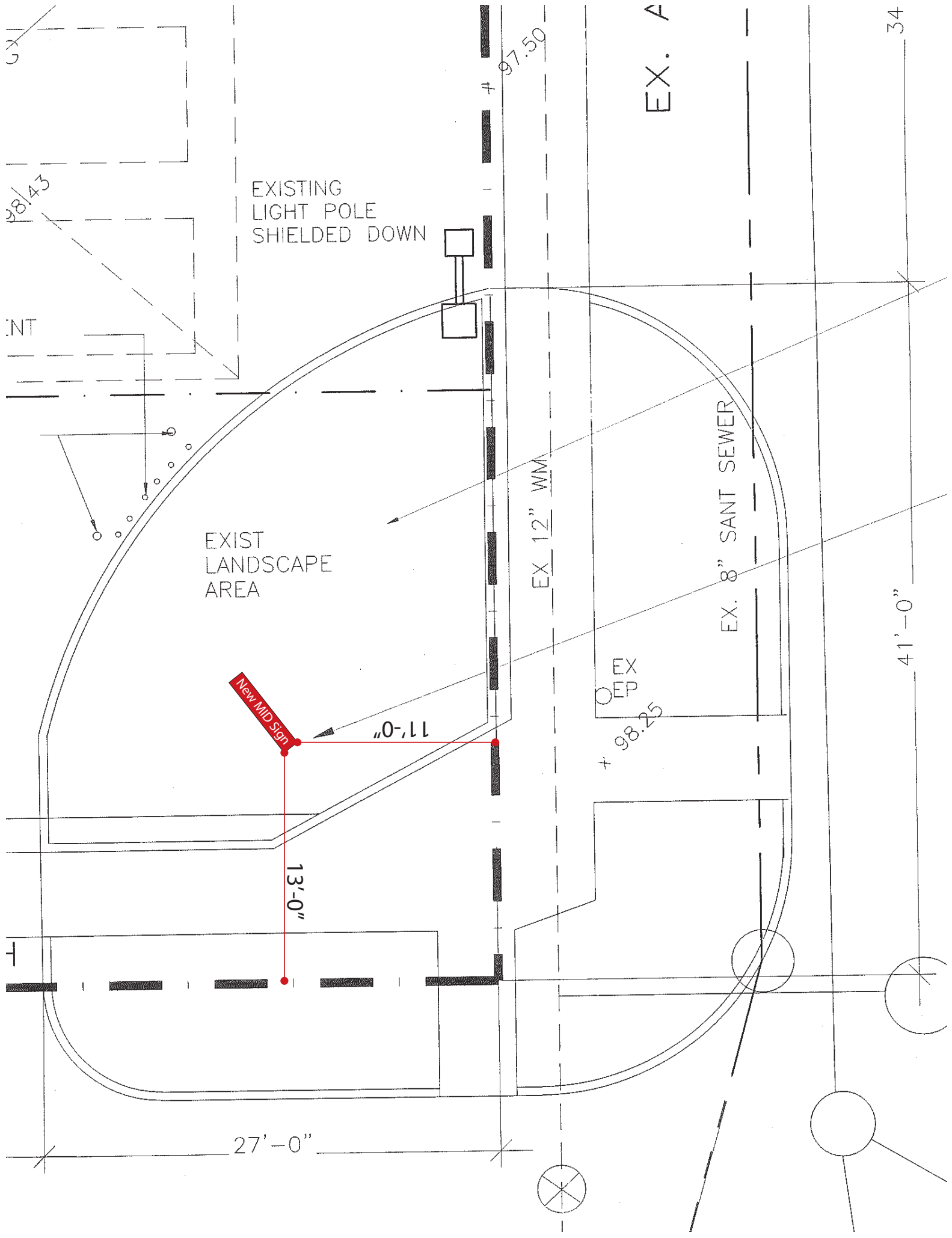
SHEET: 1 OF 1

APPROVAL SIGNATURE _____ DATE _____

By signing, you are validating the dimensions and graphics provided to SignResource and/or you are handling your own installation.

31015 Southfield

6-30
E Mailed + U.S. mail



EXISTING
LIGHT POLE
SHIELDED DOWN

EXIST
LANDSCAPE
AREA

New MID Sign

11'-0"

13'-0"

27'-0"

97.50

EX 12" WM

EX
OEP
+ 98.25

EX. 8" SANT SEWER

EX. A

34

41'-0"