

**Village of Beverly Hills  
Planning Commission Meeting  
Wednesday, April 28, 2021**

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

**Virtual Meeting Link: <https://us02web.zoom.us/j/84370965561>  
Meeting ID: 843 7096 5561  
Dial In: 1-646-876-9923**

### **AGENDA**

1. Roll Call.
2. Approve Agenda.
3. Review and consider approval of regular Planning Commission minutes of meeting held March 24, 2021.
4. Public comments on items not on the published agenda.
5. Review Chapter 3 of the Village Master Plan.
6. Public comments.
7. Liaison comments.
8. Administration comments.
  - a. Update on BP Gas Station – 31015 Southfield
9. Commissioners' comments.

Due to the COVID-19 pandemic, this meeting will be held virtually via Zoom. If you are unable to attend the meeting and would like to submit a written comment, please email [mloyd@villagebeverlyhills.com](mailto:mloyd@villagebeverlyhills.com) or mail to the Village Office Attn: Planning Commission (18500 W. 13 Mile Road, Beverly Hills, MI 48025) prior to the meeting.

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, Members: Copeland, Grinnan, Ostrowski, Ruprich, Westerlund, Wilensky, and Wright  
All commissioners participated remotely via Zoom from Beverly Hills, Michigan.

Absent: Vice-Chairperson Stempien

Also Present: Village Manager, Wilson  
Planning & Zoning Administrator, Lloyd  
Village Clerk/Assistant Manager, Rutkowski  
Planning Consultant, Borden  
Council Liaison, Peddie

Drummond called the regular Planning Commission meeting to order at 7:30 p.m. virtually via Zoom due to the ongoing COVID-19 pandemic.

### **APPROVE AGENDA**

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

Roll call vote:

Motion passed (8-0)

### **REVIEW AND CONSIDER APPROVAL OF REGULAR PLANNING COMMISSION MINUTES OF MEETING HELD FEBRUARY 24, 2021**

Motion by Ostrowski, second by Wright, to approve the minutes of a regular Planning Commission meeting held February 24, 2021.

Roll call vote:

Motion passed (8-0)

### **PUBLIC COMMENTS ON ITEMS NOT ON THE PUBLISHED AGENDA**

None.

### **REVIEW AND CONSIDER APPROVAL OF NEW CANOPY SIGNS AT 31015 SOUTHFIELD ROAD, BP GAS STATION**

Borden provided an overview of the sign application submittal from BP for the existing gasoline filling station at 31015 Southfield Road. The submittal has been reviewed for compliance with the requirements of the Village Zoning Ordinance. If approved by the Commission, the applicant must obtain a permit prior to installation.

The proposal entails 2 new signs affixed to the structures covering the fuel pump islands (1 facing each roadway). The business currently has a ground sign located towards the intersection, so the proposal would constitute a 2nd sign type. Section 22.32.095 allows up to 2 sign types per business in the form of wall, ground or canopy signage.

However, in his opinion, the proposal is not identified as an allowable sign type in the Village Zoning Ordinance. Therefore, we do not believe the signs requested are permitted. More specifically, the application form identifies the proposal as “wall” signage, though the submittal materials refer to “canopy” signs, as the structures are often referred to as gas station canopies.

Based on the definitions contained in the Zoning Ordinance, the structures covering the fuel pump islands are neither “walls” nor “canopies.” As such, signage affixed thereto would not be considered a wall or canopy sign.

Should the Commission disagree with this opinion, the proposal would comply with the requirements for wall or canopy signs based on size and quantity; however, the illumination standards are not met. The proposal includes 100% internal illumination, whereas wall signs are allowed up to 30% internal illumination, and canopy signs are not permitted to be internally illuminated. If favorable action is considered, the Commission would need to include correction of the illumination as a condition.

Sarah Mheisen was in attendance on behalf of BP Gas Station, 31015 Southfield Road. She spoke about the concept and logos on the proposed signage.

Westerlund asked for clarification on the green banding.

There was discussion about the light bar.

Commissioners expressed concern about moving forward without seeing a graphic of what the final product would look like. They would prefer to see elevation and graphic drawings included with the application.

Grinnan stated this type of sign would fall into a category that the Ordinance does not allow.

Drummond agreed with Borden’s interpretation that the proposed signs were not allowable.

Motion by Westerlund, second by Grinnan, the Beverly Hills Planning Commission denies the request for signs to be applied to the fuel structure at 31015 Southfield Road, BP Gas Station, as it does not meet the requirements of the Ordinance.

Roll call vote:  
Motion passed (8-0)

## **REVIEW CHAPTERS 1 & 2 OF THE VILLAGE MASTER PLAN**

The Commission discussed Chapters 1 & 2 of the Village Master Plan as part of the five-year statutory review. They discussed potentially including 2020 Census data once it becomes available.

Westerlund commented on minor wordsmithing corrections.

Borden explained the process for amending the Master Plan which would include forming a subcommittee, holding public hearings, and Village Council involvement.

The Commission will review Chapter 3 at their next meeting.

## **PUBLIC COMMENTS**

None.

**LIAISON COMMENTS**

Peddie stated that she would bring ideas to Council regarding the Master Plan Review.

**ADMINISTRATION COMMENTS**

Wilson welcomed Mark Lloyd as the new Planning and Zoning Administrator. Wilson gave an update on virtual meetings and stated the Village may need an Emergency Declaration by Council to continue meeting via Zoom after March 31, 2021.

**a. INTRODUCTION OF MARK LLOYD, PLANNING AND ZONING ADMINISTRATOR**

Lloyd introduced himself, highlighted his experience in the Planning and Zoning field, and stated he looked forward to working with the Planning Commission.

**COMMISSIONERS' COMMENTS**

All of the Commissioners welcomed Lloyd.

Ruprich would have liked to see the Commission be able to provide more guidance to the applicant.

Wilensky stated the application they received was inadequate and the Commission should not give advisory opinions.

Copeland hoped that everyone was staying safe during the COVID-19 pandemic.

Grinnan concurred with Wilensky.

Wright stated she enjoyed reading the Master Plan.

Westerlund thinks the applicant should have involved a proper design professional.

Ostrowski agreed with Westerlund and was disappointed the 31015 Southfield Road applicants did not consider Planning Commission recommendations during the first site plan approval process prior to bringing this sign request.

Drummond provided a brief summary of the BP Gas Station project and stated that they had an opportunity to bring the fuel structures into compliance. He noted the site plan in this recent application was outdated. He also commented on the LED spot lights at the property.

**ADJOURNMENT**

Motion by Westerlund, second by Ruprich, to adjourn the meeting at 8:57 p.m.

Motion passed.

**Andrew Drummond**  
**Chairperson**

**Kristin Rutkowski**  
**Village Clerk**