

Present: Members: Abboud, Freedman, Peddie, Ruprich, Stempien, Westerlund

Absent: Borowski, Jensen, Ostrowski

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

Board member Freedman called the meeting to order at 7:30 p.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

APPROVE/AMEND AGENDA

The agenda was approved as published.

PUBLIC COMMENTS

None

CONSIDER APPROVAL OF MINUTES OF A PLANNING BOARD MEETING HELD JANUARY 25, 2012

Motion by Westerlund, second by Stempien, that the minutes of a Planning Board meeting held January 25, 2012 be approved as submitted.

Motion passed (6 – 0).

CONSIDER APPROVAL OF MINUTES OF JOINT COUNCIL/PLANNING BOARD MEETING HELD FEBRUARY 8, 2012

This agenda item was postponed until the next regular Planning Board meeting so that copies of the joint meeting minutes could be distributed to the members.

REVIEW AND CONSIDER APPROVAL OF GROUND SIGN (ON EXISTING POLE) FOR “I LUV SCRAPBOOKING” BUSINESS, 31645 SOUTHFIELD ROAD

Planning consultant Brian Borden referred to his review letter of February 14, 2012 regarding a request for sign permit. The proposal is for a 32 sq. ft. ground sign that would be posted on an existing pole in front of the building at 31645 Southfield Road. The Nail Spa is a tenant in that building. There are no wall signs for the business; there are a couple of signs in the windows. The proposed sign complies with ordinance standards in terms of height, area, and colors. It was determined that the sign is internally illuminated. Borden mentioned that the sign in question has already been installed on the pole.

Applicant Debbie Richards stated that her business was located in Clawson for over six years. The Southfield Road location was going to be temporary, but Richards decided to stay in the building because she liked the area. Richards applied for a sign permit after realizing that it was required by the Village.

Questions from Board members were addressed by the applicant. The store name is “I Luv Scrapbooking”. Members received a photograph of the sign that says Scrapbooking and Cardmaking with the phone number. The applicant was informed that she must come before the

Board if there was a change in the wording and/or design of the sign. Richards said that she had no plans to erect a wall sign.

The scrapbooking store fronts the parking lot and not Southfield Road. Stempien referred to ordinance language that uses lineal frontage to calculate square footage of signage. Borden read language from the ordinance that described how it applied in this situation.

Motion by Westerlund, second by Peddie, to approve the sign application for the “I Luv Scrapbooking” business at 31645 Southfield Road as submitted, noting that the sign is internally illuminated.

Motion passed (6 – 0).

REVIEW OF OUTDOOR SALES ORDINANCE

Manager Wilson stated that Brad Strader from LSL has submitted revisions and suggestions to be worked into the draft ordinance submitted by Board member Abboud. Wilson will incorporate the revisions and send a revised ordinance to Strader and Attorney Ryan for review. If this is agreeable to the Planning Board, Wilson will distribute a draft ordinance for the next meeting that may be ready for a formal vote. Board members approved this course of action.

CONTINUED DISCUSSION OF GARAGE SALE ORDINANCE

Peddie reviewed some of the comments made at the joint meeting with Council on the proposed garage sale ordinance. Wilson stated that the version of the ordinance discussed at the joint meeting was forwarded to Attorney Ryan for review with particular attention to the penalty section of the ordinance. The draft will be written in formal ordinance language for review by the Planning Board at its next meeting.

Board members discussed certain provisions of the ordinance. Westerlund suggested that the amount of fees and penalties be handled administratively rather than require an ordinance change. Wilson responded that the fees could be tied into the building department fee schedule, which is reviewed annually. It was also suggested that the permit fee include two garage sale signs. Opinions were voiced on whether the signs provided by the Village would be optional, noting that some homeowners want to make specialized signs. Wilson will include an ordinance provision for discussion purposes that would offer a resident two uniform signs with the permit. It was noted that enforcement of uniform signs might be an issue. Ryan will prepare formal ordinance language for the Board’s consideration.

CONTINUED DISCUSSION OF SOUTHFIELD ROAD CORRIDOR PROJECT

Stempien reported that a revised Southfield Road Corridor Overlay Proposal was prepared by LSL Planning to incorporate direction received at the joint Council/Planning Board meeting on February 8, 2012. Brian Borden related that there were two key changes based on a consensus of members who attended the joint meeting. Another public workshop was added to bring the total to three public meetings. There will be a business owner meeting early in the process as well as a workshop to receive input from the general public. A third public meeting was added toward the end of the process to present the proposed overlay district plan.

Another addition to the work plan was to add a Phase 2 component that would outline options for the next steps. It will address items that the Planning Board could think about as it goes through Phase 1. An important concept will be expansion into the transition areas from the commercial core outward.

The revised work plan was forwarded to Stempien and Manager Wilson with the intent being to have the subcommittee review the proposal. Review of the revised proposal by the Planning Board as a whole may result in a delay of the work plan schedule.

In response to an inquiry, Borden stated that the Planning Board will proceed with the monthly tasks laid out in the timeline included with the LSL proposal. The first couple of components will not involve the entire Planning Board. The Board will receive monthly updates on subcommittee work at its regular meetings. If there are elements or discussion items generated from subcommittee meetings, they will be brought before the Board for direction from the entire group.

Motion by Westerlund, second by Peddie, that the revised scope of the Southfield Road Overlay District Proposal provided by LSL Planning dated February 20, 2012 be forwarded to the Village Council for action.

Wilson stated that the LSL proposal will be on the agenda of the March 6, 2012 Council meeting.

Motion passed (6 – 0).

BUSINESS SIGNAGE

The Board discussed how to proceed with a sign ordinance rewrite or revision. Borden suggested that the Board review the Village sign ordinance and propose changes without rewriting the entire ordinance. He noted that there may be elements of other municipalities' ordinances that members may want to incorporate and tailor to Beverly Hills.

Planning Board members agreed to review the Village's sign ordinance on their own and highlight any questions or concerns for discussion at the next meeting. The agenda item for the next meeting will be "Review Board Members' Input on Sign Ordinance".

Wilson recalled that the Planning Board reviewed the sign ordinance and provided input a few months ago, after which time LSL Planning drafted revised ordinance language for consideration. The Board subsequently decided to draft a new sign ordinance. Wilson thought that there was merit in using the existing framework and changing provisions of the sign ordinance as well as adding new sections where needed. The most efficient and cost effective process would be to use the current sign ordinance and modify it to meet the Village's needs. Wilson will distribute copies of the marked up ordinance prepared by LSL Planning.

Borden remarked that the focus of the Board was an attempt to bring down the maximum allowed size and height of signs in the business district. Technology and the use of changing plasma signs are also something the Board may want to consider. He recommended that Board

members go through the sign ordinance and come back to the next meeting with bullet points identifying language that needs to be changed.

REVIEW BOARD/COMMISSION STATUS

Board members are in receipt of a memo from Village Attorney Ryan regarding a draft ordinance changing the Planning Board to a Planning Commission pursuant to Michigan law. Planning consultant Borden reviewed that this was a topic of discussion last summer. Borden prepared a draft ordinance that was modeled on the Village's current ordinance incorporating elements of Attorney Ryan's draft.

Wilson added that Ryan's draft ordinance incorporates sections that might be more appropriately included in bylaws. These sections are not legal requirements, but are considered best practices for municipal government and not language that must be included in the ordinance. Wilson will provide Board members with a copy of the blended version of the ordinance prepared by Borden.

Westerlund asked that the Planning Board be advised of items that it should consider including in Planning Commission bylaws. Borden responded that membership qualifications and training requirements could be included in bylaws. It was the consensus of the Board to review Borden's blended version of this ordinance and continue the discussion at its next meeting.

PLANNING BOARD COMMENTS

Ruprich suggested that Planning Board subcommittee meetings with the planning consultants to discuss the Southfield Road Corridor project be scheduled sooner rather than later. Borden remarked that the intent was to hold one subcommittee meeting per month beginning in March. Subcommittee members will communicate about the meeting schedule.

Ruprich talked about what would be included in Phase 2 of the corridor project. A major part of Phase 2 will involve implementing strategies and developer recruiting. Marketing and promoting the overlay district will be a part of ongoing phases. Westerlund suggested that the Board may want to think about preparing an RFP and solicit marketing firms later this summer in order to move forward with the overlay district plan.

Abboud suggested placing the fee schedule for outdoor sales in the building department fee schedule rather than including those requirements in the proposed ordinance.

Peddie commented that she will talk with an acquaintance on the Birmingham Commission about how Birmingham publicized its new overlay district.

PUBLIC COMMENTS

None

ADMINISTRATION COMMENTS

Wilson commented that he will be bringing another ordinance to the Planning Board for review. Attorney Ryan has suggested that Beverly Hills adopt a filming/motion picture ordinance. There have been several commercials filmed in the Village. Ryan has prepared a draft ordinance for review by LSL and the Planning Board.

Motion by Westerlund, second by Peddie, to adjourn the meeting at 8:34 p.m.

Motion passed (6 – 0).

Nanci Freedman
Planning Board Member

Ellen E. Marshall
Village Clerk

Susan Bernard
Recording Secretary