

Present: Chairperson Jensen; Vice-Chair Ostrowski; Members: Abboud, Borowski, Ruprich, Stempien and Westerlund

Absent: Freedman, Peddie

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

Chairperson Jensen 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

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

Motion passed.

PUBLIC COMMENTS

None

CONSIDER APPROVAL OF MINUTES OF A PLANNING COMMISSION MEETING HELD SEPTEMBER 26, 2012

Motion by Borowski, second by Ostrowski, that the minutes of a Planning Commission meeting held September 26, 2012 be approved as submitted.

Motion passed.

SIGN ORDINANCE SUBCOMMITTEE PRESENTATION OF ORDINANCE DRAFT

Stempien updated the Board on the draft sign ordinance. The subcommittee has completed a thorough review of sign definitions. They looked at sign regulations and what types of signs should be prohibited. The next step is to work on the appendix, which will outline specific details about signage relating to limitations and requirements of signs in commercial and residential areas as well as temporary signage. The subcommittee is making good progress; they have been engaged in constructive dialog that has led to filtering data and drafting a solid document. The next meeting will be scheduled to draft appendix items.

Stempien prepared a keynote presentation to give the members an idea of what the Village has now in terms of signage along the Southfield Road corridor and what is proposed as far as regulating signs in the business district. He outlined existing sign requirements versus proposed sign area and height requirements for each type of signage including wall signs, ground signs and window signage. Pole signs will not be allowed under the new ordinance. The amount of internal illumination will be limited to 30 percent. Temporary signage cannot be mounted to permanent signage. Types of signs that are not allowed are inflatables, LED screens, banner flags, trailer signs and mascots.

Commission members discussed a number of issues related to proposed sign ordinance requirements including language for establishing grade, Southfield Road right-of-way issues, and enforcement of the ordinance. Multi-tenant signs were a topic of discussion. It was suggested

that a sign naming a complex be erected for a multi-tenant situation along with individual building signs.

There was discussion on the proposed 30 sq. ft. maximum ground signage allowed per business and an attempt to reach a consensus on this requirement. Wilson suggested a multi-level approach that is not based only on frontage or square footage. For example, if a business met multiple conditions related to frontage, square footage, and parking, it could increase the ground sign from 30 sq. ft. to perhaps 50 sq. ft. Another suggestion from Commission members was to increase the maximum square footage for ground signs slightly and include a separate ordinance provision that would allow a higher percentage of signage if certain conditions were met. The subcommittee and planning consultant will give further consideration to ground sign requirements.

SOUTHFIELD ROAD CORRIDOR SUBCOMMITTEE UPDATE AND PREVIEW OF PUBLIC WORKSHOP SCHEDULED FOR NOVEMBER 14, 2012

Planning consultant Brian Borden presented a PowerPoint update on the Southfield Road Redevelopment Plan. He reviewed what the subcommittee has accomplished, what it is working on currently, and what needs to be done as part of the process. Since the last Planning Commission meeting, the subcommittee has further evaluated the parking ratio and building heights, 3D massing model, and design guidelines. There has been discussion in preparation for the upcoming public workshop in November.

A slide was displayed that illustrated plan alternatives in terms of shifting buildings, creating walkable streetscapes, providing connections throughout the town center area, parking issues, and the concept of a gateway corner at 13 Mile Road. A new aspect is trying to balance the types of parking that are provided including surface, structure, and potential underground parking. Borden displayed cross sections that show different ideas for building height and intensity.

Commission members discussed development alternatives and an updated rendering of the roadway. A preferred alternative for Southfield Road incorporates a median and better sidewalks; it separates traffic; it includes a slip road with an angled parking lane. This design provides pedestrian connections, maintains travel movement, and represents a better utilization of the right-of-way. Street cross section drawings were reviewed.

Members looked at a sheet listing the primary components of design guidelines. The subcommittee will be working on different elements with respect to street frontages, buildings, façade treatments as well as the district-wide items. The design guidelines document will include graphics, photos, and some bullet points.

A revised 3D drawing of the entire site depicted the massing and placement of the buildings, different hierarchy of roadways and interconnections, and potential parking layouts. The slide showed a full redevelopment of the entire site under one plan versus the retrofitting plan.

Planner Dan Beard highlighted material that will be shown at the public forum to give people an idea of what is planned for the Southfield Road Corridor redevelopment. The forum will present possibilities of what could occur if developers follow the design guidelines and the new code.

A public open house to review concepts for the Southfield Road Corridor redevelopment plan was scheduled for Wednesday, November 14 from 4:00-7:00 pm at the former Borders location on Southfield Road. The forum will open with an introduction. The plan is to hold two sessions with a presentation early and one later. Station topics will include vision/project introduction; benefits; site analysis/context/phasing; design guidelines; alternative concepts; and next steps. The subcommittee will schedule another meeting prior to the workshop. The Village has three weeks to market and advertise this public forum on the Southfield Road Redevelopment Plan.

PLANNING COMMISSION COMMENTS

None

ADMINISTRATION COMMENTS

None

PUBLIC COMMENTS

None

The meeting was adjourned at 8:52 p.m.

David Jensen
Planning Commission Chair

Ellen E. Marshall
Village Clerk

Susan Bernard
Recording Secretary