

Present: Chairperson Jensen; Vice-Chairperson Borowski; Members: Bliven, Hayes, Nedley, Tillman, Schneiders, Smith and Woodrow

Absent: None

Also Present: Building Official, Byrwa
Planning Consultants, Wyrosdick and Birchler

Chairperson Jensen called the meeting to order at 7:34 p.m. in the Village municipal building at 18500 W. Thirteen Mile Road.

APPROVE AGENDA

Motion by Borowski to approve the agenda as submitted.

Motion passed unanimously.

PUBLIC COMMENTS ON ITEMS NOT ON THE PUBLISHED AGENDA

There were no comments from the public.

APPROVE MINUTES

Motion by Bliven to approve as submitted the minutes of a regular Planning Board meeting held on Wednesday, January 23, 2002.

Motion passed unanimously.

DISCUSS THE MAKEUP OF THE 14 MILE ROAD CORRIDOR ADVISORY COMMITTEE

Byrwa stated that clarification of the January 22, 2002 Council motion regarding the 14 Mile Road Corridor study will be an agenda item for the March 4 Council meeting.

Jensen remarked that the Council motion was conditioned upon establishing a subcommittee of residents to provide input into the redevelopment plan for the 14 Mile Road corridor. He proposes that board members offer suggestions on the formation of that subcommittee.

Planning consultant Wyrosdick has been working with Dave Birchler on a recommended schedule, program content, and fixed fee price for the Planning Board's priority projects for 2002/03. She referred to the planners' suggestions for program content and scheduling for the 14 Mile Road Corridor work program. The planners looked at the concerns that were raised and the items listed by the Village Council and developed a two-step approach for dealing with Council direction to the Planning Board. Wyrosdick outlined a suggested approach for the 14 Mile Road Corridor plan. If the board concurs, this approach could be forwarded to Council for approval.

Wyrosdick suggested that the first step is to complete the corridor plan with the exception of removing the area west of the SOCWA property. She emphasized that the plan is meant to be conceptual and provide alternatives to implement plan recommendations. Implementation recommendations should be flexible at this stage of the planning process. The planners will identify options for implementation (i.e. Planned Unit Development, Overlay District, Conventional Zoning District). The plan is a future vision for the corridor, which will be presented to Council for adoption.

Once Council agrees with the direction outlined in the plan, the Planning Board would proceed with Step 2, which is development of Zoning or other Ordinance standards. This is where an advisory committee could be utilized. A committee could be composed of Planning Board members, neighborhood residents, and possibly a Council member. The board would work with the committee to develop the specific standards that will be applied in the 14 Mile Road corridor.

There followed discussion on the formation of a subcommittee and whether there will be a response from citizens. Birchler suggested that the planner work with the Village Manager to identify target groups. Representatives of homeowner associations or businesses should be able to commit to attend a couple of meetings.

Board members discussed the suggested program content for the 14 Mile Road Corridor work. Comments and questions were addressed by the planners.

There were members who think that the Planning Board received clear direction from Council to continue working on the 14 Mile Road Corridor Plan in terms of developing specific recommendations with respect to architectural standards, density, height, etc. It is understood that the corridor plan will be limited to 14 Mile Road from Pierce to Greenfield. Council asked for creation of a subcommittee of residents to be involved in the entire process. Board members agreed that the committee should include interested people throughout the Village. The committee members would sit in the audience when the Planning Board is discussing the 14 Mile Road Corridor plan and participate in the process by providing their input.

It was the consensus of the Planning Board not to proceed with work on the 14 Mile Road corridor plan until there is sufficient money budgeted for the planning consultant to accomplish the task approved by Council.

Larry Needham of 15588 Kirkshire offered comments on the formation of the study committee.

In answer to an inquiry, Birchler stated that there are multiple ways of achieving the goals of the 14 Mile Road Corridor Plan. The Planning Board can decide what option is best when it reaches the implementation step. Birchler described some of the approaches including a Planned Unit Development (PUD), overlay zone, and creation of a new zoning district.

The planning consultants will revise their suggested program and budget for the 14 Mile Road Corridor and arrive at a final draft based on tonight's discussion.

REVIEW PLANNING BOARD PRIORITIES FOR 2002-2003 AND SCOPE OF WORK RELATED TO PRIORITIES

In response to a request from Village administration, Birchler Arroyo has prepared a work schedule and fixed fee cost estimate for the Planning Board priorities discussed at the last meeting.

Open Space Development Option

Beverly Hills must bring its Zoning Ordinance into compliance with recent amendments to the City and Village Zoning Act before January of 2003. Open Space Development Option standards will be drafted and presented to Council for consideration, public hearing, and adoption.

Southfield Road Corridor Plan

The Village has indicated a desire to prepare a plan for the Southfield Road Corridor from 13 Mile Road north to Beverly Road with the goal of finding ways to precipitate improvements. There has been discussion about pedestrian facilities, connection between businesses, more attractive buildings, better business services, etc. While there have been a variety of concerns noted with this business district, Birchler stated that there has been no compilation of the issues into a set of goals and desired outcomes for the corridor study.

Birchler Arroyo outlined three basic approaches that the Village might consider based on its experience with a wide variety of similar retail district studies.

Scenario #1 - Improve and Enhance.

This approach is designed to improve and enhance the existing business district and should include at least the following:

- An analysis of the business mix, necessarily including adjoining parts of Southfield and Southfield Township;
- An evaluation of current vacancies and the nature of vacant spaces;
- An evaluation of vehicular, pedestrian and parking facilities associated with the corridor businesses and development of plans for traffic and access management, pedestrian facility enhancements, and interconnections between adjoining businesses;
- An evaluation of the condition of building façades and recommendations for façade enhancements with particular attention to developing a “Village standard” for the corridor;
- Recommendation for possible recruitment activities designed to improve the business mix within the district.

Scenario #2 – Refocus & Refine

- This approach will involve analyzing the business mix and evaluate vacancies;
- In this scenario, the planners suggest developing an aggressive proposal for relocating incompatible uses out of the district;
- Active recruitment of businesses that would improve the retail and service mix with possible redevelopment of sites made available by relocation activities;
- Plans for traffic and access management; pedestrian facility enhancements, and interconnection between adjoining businesses;
- An evaluation of building façades and recommendations for major façade renovations with particular attention to developing a “Village standard” for the corridor.

Scenario #3 – Remake and Redevelop

- Prepare a Comprehensive Redevelopment Plan that would literally replace the majority of the existing business district structures with new development;
- Create true retail and community center integrated so as to serve the specific needs of the Village of Beverly Hills;
- Incorporate a unique “Village standard” into the design of the corridor’s redevelopment;
- Avoid the physical conflicts that exist between the existing business developments by providing a unified plan for the entire district including roadways, parking, landscaping, pedestrian facilities, connections to adjoining neighborhoods and the like;
- Actively recruit a developer to work with land owners, businesses, and lenders, as well as the Village to make the dream a reality.

Birchler stated that the third scenario is one in which you develop a picture of what you think would be a perfect business district for Beverly Hills and then determine what it would take to implement it. It would be difficult to estimate the cost of the work until the planners know what

it is they would be doing. The three options might range between \$15,000-\$45,000 in terms of cost of professional services.

Birchler Arroyo arrived at a number of issues that would be appropriate to address in all of the scenarios:

- Establish a profile of those businesses and services appropriate to the Village
- Evaluate the competition for the Village's Activity Center
- What is unique about Beverly Hills
- Develop pedestrian access and circulation
- Boulevard road profile
- Better traffic connection to northeast corner shopping center
- Connect and incorporate Village Civic Center complex

Birchler referred to a handout entitled "Characteristics of a Traditional Downtown". One of the features of a traditional downtown or activity center is that it serves as a community's cultural and governmental center in addition to being a service center. It is difficult to have those two functions separated and have the best center that you can have.

Birchler asked the Planning Board to focus on what the Village hopes to accomplish by this study. Does the Village want a comprehensive and inventive plan for a major redevelopment of that area to achieve a specific purpose or is it just trying to make what is there a little better than it is currently.

Birchler stated that the planners recently pointed out to another community that the source of their problem was that there have to be public policies in place designed to recognize and respond to life style changes that people are making as time goes on. Changing lifestyles drive a lot of what becomes the popular retail and personal service establishments that make commercial areas lively. The reason that commercial areas become run-down is that they do not keep up with the times and recruit the kind of businesses that are needed to even out the mix and provide things that people are looking for.

The Planning Board discussed the three scenarios presented by the planners and how they could be achieved. At the board's request, Birchler Arroyo will prepare a memo on the status of alternate financing and ramifications.

Board members agreed that Scenario #1 will only put band-aids on this area. The Southfield Road corridor will stay in the current situation unless the Village moves forward to a higher level of thinking. After some deliberation, it was suggested that Birchler Arroyo revise the Southfield Road Corridor Plan to combine Scenarios #2 and #3 into a two-phase program.

Master Plan Update

The planners propose beginning an update of the Master Plan this year with the expectation that the entire plan should be completed by the end of the 2003/04 fiscal year. It is proposed to complete an existing conditions update in the fourth quarter of 2002. This is the first step in the master planning process. The community vision program and setting of goals and objectives would be completed at the end of fiscal year 2002/03. Development of the Master Plan and implementation chapters would occur in the 2003/04 fiscal year.

In response to a question, Birchler stated that a municipality is required to evaluate its master plan every five years. Borowski suggested that the Village has a deadline for performing this evaluation, which should be indicated in the Master Plan update work program.

It was noted that a subcommittee of the Planning Board, **consisting of Smith, Woodrow and Bliven**, has reviewed the Master Plan and has determined that there is a need for updating and revisions with no new in-depth studies required. A copy of the subcommittee report will be provided to Birchler Arroyo for use in its cost estimate for this project. **There is a memo to the Board forthcoming.**

Smith stated that Southfield Township is in the process of updating all of its ordinances and adopting amended ordinances. Smith was asked to request copies of the revised Township ordinances and master plan on behalf of the Planning Board.

PLANNING BOARD COMMENTS

Bliven commented on the new McDonald's sign at the 31655 Southfield Road restaurant. The message board has not been installed as yet.

Smith congratulated Schneiders on the birth of his son in the last week.

BUILDING OFFICIAL COMMENTS

Byrwa stated that a representative from McDonald's Corporation withdrew their request for site plan review of parking lot modifications for the restaurant at 31655 Southfield Road. Byrwa was informed that there is a strong possibility that a new McDonald's will be built at that location in the next year or two. The new building would be located closer to the road.

Motion by Woodrow to adjourn the meeting at 9:33 p.m.

Motion passed unanimously.

**David Jensen, Chairperson
Planning Board**

**Ellen E. Marshall
Village Clerk**

**Susan Bernard
Recording Secretary**