

Present: Chairperson Jensen; Vice-Chairperson Tillman; Members: Bliven, Borowski, Nedley, Smith and Wayne

Absent: Schneiders

Also Present: Building Official, Byrwa

Chairperson Jensen called the meeting to order at 7:32 p.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

APPROVAL OF AGENDA

Smith added item 7A, “Calculating Parking Needs”. Jensen added item 7B, “Southfield Corridor Proposed Preliminary Study Plan”.

Motion by Bliven, seconded by Smith, to approve the agenda as amended.

Motion passed unanimously.

PUBLIC COMMENTS

There were no comments from the public.

APPROVAL OF MINUTES

Motion by Borowski, seconded by Smith, that the minutes of a regular Planning Board meeting held on Wednesday, June 26, 2002 be approved as submitted.

Motion passed unanimously.

REQUEST APPROVAL TO REPLACE GROUND SIGN AT OUR LADY QUEEN OF MARTYRS CHURCH AT 32460 PIERCE ROAD

Building Official Byrwa has received an application from Our Lady Queen of Martyrs Church to replace an existing ground sign. The ordinance allows a maximum sign area of 32 square feet at a height not to exceed 6 feet. The proposed sign area is 28 square feet at a height of 4 feet. The new sign will be placed in the same location as the existing sign. Byrwa recommends approval of the sign request.

Brad Shoemaker, present on behalf of Our Lady Queen of Martyrs Church, answered questions from Board members on the proposed sign.

Motion by Borowski, seconded by Bliven, to approve the application as submitted from Our Lady Queen of Martyrs Church at 32460 Pierce Road for a sign to replace the existing sign.

Motion passed unanimously.

REQUEST APPROVAL OF A GROUND SIGN AT 31333 SOUTHFIELD ROAD

Jeremy Moore from Midwest Banner was present requesting Planning Board approval to erect a non-residential real estate sign at 31333 Southfield Road.

Byrwa stated that the Village Ordinance allows the building official to approve up to six square feet of signage for a maximum of 30 days. The petitioner is requesting a 12 square foot sign for a period of greater than 30 days.

The ordinance allows one sign with a total area not to exceed 12 square feet for advertising the sale, rent or lease of non-residential real estate pursuant to the issuance of a permit. The maximum allowable height of the sign is six feet, and it must be set back a minimum of 25 feet from the public right-of-way. The height of the proposed sign complies with the ordinance, and it will be set back 26 feet from the road right-of-way. Byrwa recommends approval of the sign permit.

Board members expressed concern with the permanent nature of real estate signs and considered placing a time limit on the sign permit. The sign could be approved as a temporary sign, which would allow the sign to be displayed for no longer than six months.

Motion by Borowski, seconded by Tillman, to approve the request for a temporary non-residential real estate sign at 31333 Southfield Road for a period of up to six months.

Motion passed unanimously.

MEMO FROM JOHN SMITH REGARDING SOUTHFIELD ROAD BUSINESS AREA

Discussion of a memo from John Smith listing topics and questions to be presented to Beverly Hills business owners on Southfield Road will be deferred to the next Planning Board meeting when the planning consultant is in attendance.

CALCULATING PARKING NEEDS

Smith referred to an article in the May 2001 issue of the American City & County publication entitled, "Calculating Your Parking Needs". The article suggests that one of the major elements in planning a downtown area is parking. The theme of the piece is that locally gathered data is essential to determining successful municipal parking plans. Planners can rely too heavily on national planning data in drawing usage conclusions and largely ignore factors such as usage patterns and area parking prices. Sometimes there are more spaces than are warranted for a site, and the cost becomes high for the business person and employees.

Poor parking planning can have disastrous results: traffic can become gridlocked, urban businesses may have trouble competing with suburban companies, and in-town residents can get fed up searching for parking spaces. The suggestion is that a municipality use a multiple number of variables in determining the number of parking spaces for a use.

National data is available that can provide a general idea of parking needs across the country. The Washington D. C. based Institute of Transportation Engineers (ITE) produces data that can prove invaluable as a starting point for parking planning. Smith commented on ITE standards specified in the article, particularly the high number of parking spaces needed for restaurants and medical services.

Smith suggested that the Village has to look at the mix of existing businesses and what is likely to be there in the future. The following are suggestions on how to gain information necessary to determine parking needs: Survey business owners; Understand how climate affects parking needs; Evaluate types of drivers; Evaluate usage time. After securing this information, the Planning Board should come to a conclusion and overtly state whether or not Village guidelines are being followed. Smith would like to see some flexibility with respect to parking standards rather than using a “cookie cutter” approach. He proposed that the Planning Board consider whether the Village should perform a careful analysis of parking standards for the Southfield Road corridor.

SOUTHFIELD ROAD CORRIDOR PROPOSED PRELIMINARY STUDY PLAN

Jensen presented a three-stage study plan for the Southfield Road Corridor that he drafted with the input of the Village Manager. The first stage consists of preliminary planning, which leads to the second stage of creating the plan. The third stage is implementing the plan.

Jensen outlined the preliminary planning process. He thinks that the Planning Board needs to understand the area as a whole. An inventory and analysis of the present business mix should be provided, including the Southfield Township and City of Southfield portions. The next step would be to create a base map comprising the data assembled that provides a way to discuss and analyze the corridor. Incorporated in the base map would be an aerial photograph of the corridor, list of owners, tenant list, zoning classifications, and parking requirements.

Once there has been an analysis and discussion of the existing conditions, the Planning Board and Village Council should work together to create a consensus and form a written statement for the future of the Southfield Road Corridor. This step will allow Council to communicate its thoughts to the Planning Board early in the process and possibly develop a goal setting consensus. Jensen provided examples of goals for the corridor.

The next thing to do is to create the Southfield Road Corridor Plan. Jensen proposed his view of the best way to proceed. Once the preliminary planning has been accomplished and the goals have been set, the next step would be to prepare a Request for Proposal (RFP) and solicit various planning professionals noted for their work in comparable communities to provide the Planning Board with their qualifications.

Board members discussed the process of inviting professionals to submit proposals outlining their approach to the Southfield Road Corridor Plan to be followed by a series of presentations to the Board. The Planning Board would recommend to Council a certain firm that appears to be the most qualified and capable of assisting the Village arrive at a plan. The Planning Board and planning consultant would go through a process of creating a plan, which will become a working document.

The final step is implementing the plan. After the plan is accepted by Council, Jensen suggests establishing a committee to work with administration to oversee the development of an implementation plan. It would be a five, ten or twenty year plan as to what we would like to see happen on Southfield Road.

Board members discussed the fact that the proposed study plan introduces an outside firm to work with the Planning Board to create the Southfield Road Corridor Plan. Jensen commented that it has been his experience that a community is introduced to a broader range of ideas when it solicits Requests for Proposals or Request for Qualifications.

It was clarified that Birchler Arroyo will be actively involved in this process. The Village planning consultant will facilitate the preliminary planning process and will assist the Planning Board and Council in creating the goals and vision for the corridor. At that point, a Request for Proposal is prepared. Birchler Arroyo will be invited to submit a proposal for the Board's consideration.

Jensen stated that the proposed study plan is an attempt to create a work plan and budget for the three steps involved in the preliminary planning phase. He commented that the Planning Board may reach the goal setting stage and determine that Council has no interest in forming goals for the Southfield Road Corridor. This will be determined after the Planning Board and Council review issues that will be raised through the initial inventory and analysis of the corridor. Jensen proposes approaching this study on a step by step basis.

The Planning Board and Council will meet at the Village municipal building at 7:00 p.m. on Wednesday, July 24 for the purpose of walking the Southfield Road corridor. Jensen proposes inviting Council to participate in a discussion with the Planning Board after the corridor walk. The proposed Southfield Road Corridor Study Plan will be forwarded to Council for its input.

PLANNING BOARD COMMENTS

Smith recently spoke with retired professional planner Bill Brownfield, a former member and chairperson of the Planning Board. Brownfield asked Smith to convey two messages to the Planning Board.

Brownfield visits Beverly Park often and described the recent park improvements as inspired. Secondly, Brownfield thinks that changing the status of the Planning Board to a planning commission is long overdue. He would like to be involved in a public discussion on this issue at which time he would endorse the planning commission status.

Smith noted that there is no Council liaison present at this meeting. Jensen stated that both the liaison and alternate are out of town.

Borowski referred to the Summer 2002 Planning Oakland publication and questioned the validity of the information noted in the "High Five" column. It says, "High Five to Ferndale, Royal Oak, Pleasant Ridge, Huntington Woods, Berkley, Beverly Hills and Birmingham, recent recipients of Greenways Initiative Grants to study a path system from Ferndale to Birmingham." Borowski asked for clarification from administration on this information.

Bliven distributed computer maps he produced. One of the maps shows a realistic approach to 14 Mile Road as it is being developed. Another map depicts the proposed Southfield Road boulevard. It demonstrates problems that exist with driveways for the various businesses.

Jensen congratulated Board member Bruce Wayne on the national recognition he and his wife have received for the garden at their home at Thirteen Mile and Lasher Roads.

Wayne related that their garden and the Grinnan's garden are considered one of 200 outstanding gardens in the country. Their gardens were evaluated and recommended to be included in the directory of the United States Garden Conservancy. Wayne remarked that he expects more than 600 people coming from all over to look at their gardens this Sunday from 10 a.m. to 4 p.m.

PUBLIC COMMENTS

Irene McAdams of 16124 Thirteen Mile Road commented that she appreciates the work of the Planning Board.

Motion by Borowski, seconded by Smith, to adjourn the meeting at 8:42 p.m.

Motion passed unanimously.

Carry over items:

1. Opinion from legal counsel on current ordinance definition of family (01-24-01)
2. Request approval from Council on Southfield Road Corridor study outline and fixed fee budget (4/24/02).
3. Request Council approval of Birchler Arroyo proposal and cost estimate for incorporating portions of the Site Development Handbook into the Zoning Ordinance. (5/8/02).
4. Request Council approval of 14 Mile Road Corridor Study implementation plan.

**David Jensen, Chairperson
Planning Board**

**Ellen E. Marshall
Village Clerk**

**Susan Bernard
Recording Secretary**