

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

Absent: McCleary, Nedley and Wayne

Also Present: Building Official, Byrwa  
Planning Consultant, Wyrosdick  
Council Liaison, Schmitt

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

### **APPROVAL OF AGENDA**

Motion by Tillman and seconded by Borowski to approve the agenda as published.

Motion passed unanimously.

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

There were no comments from the public.

### **APPROVE MINUTES**

Motion by Smith and seconded by Tillman that the minutes of a regular Planning Board meeting held on Wednesday, January 8, 2003 be approved as submitted.

Motion passed unanimously.

### **REQUEST FROM VIC'S FRUIT MARKET TO UPDATE GROUND SIGN WITH AN ELECTRONIC MESSAGE CENTER**

The Village is in receipt of a request for sign permit from Vic Ventimiglia to replace the body of the existing sign at 31201 Southfield Road with a sign of identical size. The existing frame and footings will remain. The new sign will read "Vic's Fruit Market" on the top portion and "Starbuck's Coffee" on the bottom of the sign. The center area will encompass an electronic message board. Byrwa recommends approval of the sign modifications.

Byrwa was asked why a sign permit is required if the footings and frame are not being replaced. He is requiring a sign permit due to a change in the style of the sign that will include an electronic message board. The Village Sign Ordinance contains a brief section that regulates electronic signs in terms of prohibiting flashing messages that may create a distraction to motorists. The message must remain for a minimum of ten seconds before changing. Electronic signs are a permitted use. There are signs of this type at McDonalds and at Beverly Hills Club on Southfield Road.

Bliven noted that the current sign projects into the right-of-way slightly. It was acknowledged that the Southfield Road right-of-way was changed from 33' to 60' after the original sign was erected. Ventimiglia remarked that the sign existed before he purchased the building. Byrwa mentioned that most sidewalk snow removal equipment would clear the sign.

The Board discussed the possibility of asking the property owner to move the sign, which would involve the expense of a new post and footings and the elimination of a parking space. There was a consensus that the owner will be required to bring the sign into compliance with the ordinance at a time when there is a request for a new sign or a major change in the structure of the sign.

Motion by Bliven and seconded by Borowski to approve the sign for Vic's Fruit Market at 31201 Southfield Road as submitted.

Tillman expressed the view that it is not desirable for the Village to allow any more flashing electronic signs in the small Southfield Road business district. She suggests that the Village consider amending and updating its Sign Ordinance.

Roll Call Vote:

Bliven	- yes
Borowski	- yes
Jensen	- yes
Smith	- yes
Tillman	- no

Motion passed (4 – 1).

#### **DISCUSSION OF 14 MILE ROAD CORRIDOR**

Jensen reviewed that the Board asked the planning consultant at the last meeting to draft a document that articulates a policy statement relative to the idea of town homes with more units per acre in the study area as well as the Planning Board's recommendation to begin drafting ordinance standards for an overlay district. Wyrosdick distributed a memorandum to Council dated February 5, 2003 for Planning Board review. It will include related material as attachments.

The memo brings Council up to date on Planning Board activity on the 14 Mile Road Corridor Study. It explains changes made to the study, Board discussion on planning tools to implement the study recommendations, and the public discussion held with area residents. It asks Council to consider three actions after its review of the revised study and provide direction to the Planning Board. Council can accept the study as presented and ask the Planning Board to begin working on ordinance amendment language. It can accept the study and its recommendations but defer drafting of new zoning standards until a future date. Council can decide to withdraw support for the study.

Planning Board members discussed the content of the memo and suggested modifications that will affirm the recommendations of the Planning Board in terms of accepting the study and requesting the Board to begin work on specific ordinance language for an overlay district.

Motion by Smith and seconded by Tillman to forward the February 5, 2003 memo regarding the 14 Mile Road Corridor Plan Update Report to Council with the suggested modifications.

Wyrosdick stated that, if Council approves the general policy statement, the Planning Board will prepare a draft ordinance in the form of an overlay district with proposed density recommendations. Council will consider specific standards and either approve the proposal or send it back to the Planning Board for revision.

After further discussion, the Planning Board agreed that the revised memo should come back to the Board for review and approval at its next meeting. Smith withdrew the motion and Tillman withdrew her support.

Motion by Bliven to table the memorandum from the Planning Board to Council.

Motion passed unanimously.

### **PLANNING BOARD COMMENTS**

Tillman urged support of the Pathways initiative on the March 10 ballot.

The following candidates are running for three Council seats: Doyle Downey, Dave Domzal, Nanci Freedman and Dan McCleary. A “Meet the Candidates” night sponsored by the League of Women Voters will be held in the Village municipal building on Monday, February 17 from 7:30 to 8:30 p.m.

In answer to an inquiry, Wyrosdick indicated that the Master Plan Update work program has not been approved by Council. A project to incorporate the Site Development Handbook into the Zoning Ordinance has been budgeted and approved.

Bob Schneiders has resigned from the Planning Board. The first announcement of a vacancy on the Board was made at the last Council meeting. Applications for this position will be accepted until February 27. Jensen stated that the Planning Board regretfully accepts the resignation of Bob Schneiders.

Jensen reviewed that the Planning Board has discussed proposals for facilitating the development of a Southfield Road Corridor Study work program with the goal of building consensus between the Planning Board, Council and the community on visions and ideas for the corridor. He informed the Board that further consideration of this topic has been delayed until after the March election.

The Village Council took action at its January 21, 2003 meeting to direct administration to seek proposals for general planning services. Planning Board members discussed this direction taken by Council and the Village Manager’s approach for handling planning issues.

Motion by Borowski and seconded by Tillman to adjourn the meeting at 8:38 p.m.

Motion passed unanimously.

**David Jensen, Chairperson**  
**Planning Board**

**Ellen E. Marshall**  
**Village Clerk**

**Susan Bernard**  
**Recording Secretary**