

Present: Chairperson Jensen; Vice-chair Ostrowski; Members: Abboud, Borowski, Freedman, Peddie, Ruprich, Stempien, Westerlund

Absent: None

Also Present: Village Manager, Chris Wilson
Planning consultants, Brian Borden and Brad Strader

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.

APPROVE/AMEND AGENDA

Abboud asked to amend the agenda to add item 9A, “Discussion of Outdoor Sales Ordinance”.

Motion by Westerlund, second by Ostrowski, to approve the agenda as amended.

Motion passed (9 – 0).

PUBLIC COMMENTS

None

CONSIDER APPROVAL OF MINUTES OF A PLANNING BOARD MEETING HELD NOVEMBER 9, 2011

Motion by Borowski, second by Westerlund, that the minutes of a regular Planning Board meeting held on November 9, 2011 be approved as submitted.

Motion passed (9 – 0).

REVIEW AND CONSIDER REQUEST FOR OUTDOOR WALL SIGN AT JIMMY JOHNS, 1255 SOUTHFIELD ROAD

Planning consultant Brian Borden from LSL Planning, Inc. reviewed the application requesting a new wall sign for Jimmy John’s restaurant located at 1255 Southfield Road. The applicant is proposing a single wall sign on the front of the building. The sign is 38 sq. ft., which is less than the 42 sq. ft. permitted based on the percentage of the front façade. Wall projection, color scheme, and internal illumination meet ordinance requirements. Applicant Richard Walter from The Sign People was present.

Motion by Freedman, second by Peddie, to approve the request for wall sign as submitted for Jimmy John’s restaurant located at 1255 Southfield Road.

Motion passed (9 – 0).

REVIEW AND CONSIDER REQUEST TO REPLACE AN EXISTING GROUND SIGN AT 31000 LAHSER ROAD

Planning consultant Brian Borden reviewed the application requesting a new ground sign for the professional office building at 31000 Lahser Road. The proposed sign will replace an existing ground sign using the same base. This site is located in the 0-1 Office District where ground sign

area is restricted to 32 sq. ft., which is proposed in this application. The size and height is in compliance with ordinance requirements. Illumination is not proposed for this sign. Borden worked with the applicant to ensure that the existing sign base would not impact safe visibility. The color scheme noted is dark bronze, black and white. Borden believes this to be a compliant ground size request.

Questions from the Board were addressed by Borden. The existing sign is slightly smaller in area but higher than the proposed sign. The applicant Bryan Duquet confirmed that the sign would use black text on a white background.

Motion by Borowski, second by Ruprich, to approve the request for ground sign as presented for the professional office building at 31000 Lahser Road contingent on the individual tenant panels being black and white.

Motion passed (9 – 0).

REVIEW THIRD DRAFT OF SIGN ORDINANCE

Peddie distributed copies of the sign ordinance from the City of Birmingham and from the City of Hinsdale, Illinois. It was decided at the November 9, 2011 Planning Board meeting that members would review these ordinances and use the language as a model for a new Village sign ordinance rather than attempting to revise the current ordinance.

Westerlund asked if the sign contractors in the audience had any comments from their perspective on sign ordinance standards. Bryan Duquet from Sign-A-Rama and Richard Walter from The Sign People talked about the need to consider issues from the standpoint of business owners when revising sign ordinances to be more restrictive. Sign considerations include character size, viewing distance, speed of traffic, and the time that someone has to read the sign and make a decision to turn into the property.

There was agreement that Board members would review the model ordinances for discussion at the January meeting.

CONTINUED DISCUSSION ON GARAGE SALE ORDINANCE

Peddie asked that this item be deferred to the January meeting agenda for further discussion.

CONTINUED DISCUSSION OF THE SOUTHFIELD ROAD CORRIDOR

Westerlund reported that the subcommittee has discussed going to the next step in terms of involving LSL Planning in developing a process with the goal of drafting an overlay district. Members have prepared a Request for Proposal for review and comment by the entire Board. The RFP will highlight what the Board would expect to achieve from an overlay district.

Brad Strader from LSL Planning outlined items that would provide helpful direction to the planning consultants in moving towards an overlay district. Defining the boundaries of the study area should be resolved. There has been talk about a round table discussion with representative developers who might provide insight. A workshop with property owners could be separate from a public workshop. A meeting of Administration and Planning Board representatives with the

Road Commission staff would be helpful. It may be a good idea to involve representatives of the cities of Birmingham and Southfield because those cities provide a transition at either end of Southfield Road in Beverly Hills.

There was agreement that the way to proceed would be for Planning Board members to engage in a discussion with the planning consultants as to what the Board envisions as the final outcome for the Southfield Road corridor. The planning consultants would assist with developing a sequence of activity leading towards drafting an overlay district, a timeline, and provide cost estimates. It was proposed that Planning Board members meet with Brad Strader and Brian Borden in January at the LSL office in Royal Oak to work through the process.

DISCUSSION OF OUTDOOR SALES ORDINANCE

Aboud reviewed that the Zoning Board has suggested that the Village ordinance be revised to allow outside sales or storage of goods and outside seating to be handled administratively through a permit process. This topic comes up every year because Market Fresh comes before the Zoning Board of Appeals with a request for seasonal outside sales and Starbucks requests a variance to have outside seating in front of their store.

Wilson remarked that there are not a lot of requests for outdoor sales. He suggested that the main focus of the ordinance be outside storage of goods, which is currently prohibited by the zoning ordinance. The practice is typical at Market Fresh for most of the year. The ordinance should allow for display of goods while prohibiting questionable street side sales.

Aboud distributed an updated handout listing components and bullet points to be included in an outdoor sales ordinance. He asked that Board members review the outline for consideration at the next Planning Board meeting. It is anticipated that the Board could direct the planning consultant or Village attorney to draft an ordinance at the January meeting.

PLANNING BOARD COMMENTS

Aboud observed that the Nail Salon on Southfield Road had its grand opening today. He reviewed that their new wall sign was approved by the Planning Board at its October meeting. A pole sign is also being used to advertise the business. The petitioner was informed by the Planning Board that he would have to apply for a separate permit for signage to be located on the pole sign. Manager Wilson responded that the owner has been put on notice that the pole sign has not been approved by the Village.

Freedman commented that the Planning Board has been attempting to balance the needs of business owners with the aesthetics of the community when discussing an updated sign ordinance. Peddie referred to comments made today by sign contractors and affirmed that the Planning Board is working on drafting a sign ordinance that would consider both the community and its businesses. She thought that the Planning Board is on the right track in terms of minimizing the size of signage.

Ruprich said that he has been a member of the Planning Board for a year; he has enjoyed working with the members and is excited about doing great things next year. Stempien concurred

that there is a talented group of people on the Planning Board who are striving for good things for the community.

Ostrowski asked if the Village has responded to Royal Oak relative to its draft Master Plan. Borden stated that new laws require municipalities to send a copy of a new master plan to surrounding communities; the Village is not required to respond to that notification.

ADMINISTRATION COMMENTS

Wilson has mentioned previously that the Village has been seeking to consolidate its inspection services with the City of Birmingham. He informed the Board that the Village's part time building inspector Dan Murray has had health issues and had to resign suddenly. In the interim, inspectors from the City of Royal Oak have agreed to conduct the Village's inspections.

The Village is in the process of negotiating an arrangement for building, mechanical, plumbing and electrical inspections with the City of Birmingham. The Village entered into an interim contract for electrical inspection services with the City of Birmingham upon the retirement of its electrical inspector Tim Blake. A draft agreement with the City of Birmingham for contracting building department services will probably come before Council in January.

Motion by Freedman, second by Borowski, to adjourn the meeting at 8:35 p.m.

Motion passed (9 – 0).

David Jensen, Chair
Planning Board

Ellen E. Marshall
Village Clerk

Susan Bernard
Recording Secretary