



Council Chamber, 18500 W. 13 Mile Road, Beverly Hills, Michigan 48025

PLANNING COMMISSION MEETING
WEDNESDAY, NOVEMBER 19, 2025 AT 7:00 PM
AGENDA

1. **Call meeting to order**
2. **Roll Call**
3. **Approval of Agenda**
4. **Approval of Minutes**
 - A. September 24, 2025 Regular Planning Commission meeting
5. **Public Comments on non-agenda items**
6. **Old Business**
7. **New Business**
 - A. PC Case 25-11-01 Sign Permit: 15590 W 13 Mile Rd. (Dollface)
 - B. PC Case 25-11-02 Sign Permit: 31535 Southfield Rd. (Paddle & Par)
 - C. 2026 Planning Commission Calendar of Meetings
 - D. Joint Meeting Topic Discussion
8. **Public Comments**
9. **Liaison Comments**
10. **Staff Comments**
11. **Commissioner Comments**
12. **Correspondence**
13. **Adjournment**

The Village of Beverly Hills will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities attending the meeting upon three working days' notice to the Village. Individuals with disabilities requiring auxiliary aids or services should contact the Village Clerk by writing 18500 W. Thirteen Mile, Beverly Hills, MI 48025 or calling (248) 646-6404.

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materials.*



Present: Chairperson Westerlund, Vice-Chairperson Dillard-Russaw,
Members: Campbell, Erickson, Lucas, Harper, Ross

Absent: Secretary Copeland, and Trust

Also Present: Planning and Economic Development Director, Stec
Planning Consultant, Borden
Council Liaison, O’Gorman
Recording Secretary, Williams

ROLL CALL/CALL TO ORDER

Chairperson Westerlund called the regular Planning Commission meeting to order at 7:01 p.m. in the Village Council Chambers located at 18500 W. Thirteen Mile Road, Beverly Hills, MI 48025.

Motion by Dillard-Russaw, second by Harper, to excuse Copeland and Trust.

Motion passed.

APPROVAL OF AGENDA

Motion by Dillard-Russaw, second by Ross, to approve the agenda as published.

Motion passed.

APPROVAL OF MINUTES

Motion by Dillard-Russaw, second by Campbell, to approve the minutes of the August 27, 2025 Planning Commission meeting.

Motion passed.

PUBLIC COMMENTS ON ITEMS NOT ON PUBLISHED AGENDA

None.

OLD BUSINESS

None.

NEW BUSINESS

A. Public Hearing- Zoning Text Amendments: Generators & HVAC Standards.

Stec summarized the proposed ordinance, noting provisions for rear yard placement, minimum setbacks of 5 feet, a maximum allowable noise level of 65 decibels (dB), and limiting hours for generator testing and maintenance to weekdays between 9:00 a.m. and 5 p.m. Stec stated that the current zoning ordinance is largely silent on noise-generating appliances and mechanical equipment such as generators and HVAC units. Stec also explained that the neighbor sign-off requirement has been removed, as it was never part of the ordinance.

Chairperson Westerlund suggested excluding holidays from the permitted operating hours but after discussion the Commission determined that such a provision would be difficult to enforce.

Public hearing was opened at 7:09 p.m. and closed at 7:09:30 p.m. with no comments received.

B. Recommendation for Zoning Text Amendments: Generators & HVAC Standards

Harper expressed concern that existing generators may be deemed non-compliant and not protected as existing non-conformities under subsection 4 of the proposal. Borden clarified that the intent was to allow repairs or replacements in the same location, meaning existing appliances would not be affected unless relocated.

Erickson asked whether screening could be used to reduce noise levels. Stec confirmed that a screening provision was included in a previous draft but had been removed. Westerlund added that screening could potentially help residents comply with the decibel requirement.

Commissioners discussed raising the maximum noise level to 70 dB, expressing concern that the proposed 65 dB limit was too restrictive, as many new generators operate at higher levels. O’Gorman noted that the EPA considers 70 dB safe for average exposure and not a risk for hearing loss.

Motion by Harper seconded by Dillard-Russaw to move to adopt the proposed zoning text amendment related to mechanical unit standards as enumerated in the proposed Section 46-170 (j)(i-iv), with the exception of subsection (iii) amending the noise generated by such unit shall not exceed 70 dB, and to forward a recommendation of approval to Village Council.

Roll Call Vote:

Ross	No
Lucas	Yes
Harper	Yes
Erickson	No
Campbell	Yes
Dillard-Russaw	Yes
Westerlund	No

Motion Passed (4-3)

PUBLIC COMMENTS

None.

LIAISON COMMENTS

O’Gorman reported that the Village Council will be reviewing the animal ordinance at its upcoming October 7, 2025 meeting.

STAFF COMMENTS

Stec stated that the animal ordinance had its first reading before Council; the second reading will occur October 7, 2025.

Stec reminded the members that no Planning Commission meeting will be held in October due to the Michigan Association of Planning conference that Borden and Stec are attending.

Stec announced that November and December meetings will be scheduled a week earlier than usual due to the holiday.

Stec also welcomed Commissioner Elizabeth Ericson to the Commission.

COMMISSIONER COMMENTS

Commissioners welcomed Ericson to the Commission.

Westerlund reminded members of the upcoming Halloween Hoot community event.

CORRESPONDENCE

None.

ADJOURNMENT

Motion by Dillard-Russaw, second by Campbell, to adjourn the meeting at 7:30 p.m.

Motion passed.

Charles Copeland
Secretary

Carissa Brown
Village Clerk

Lydia Williams
Recording Secretary



Agenda Item Summary

To: Planning Commission
From: Susie Stec, Planning & Economic Development Director

Re: *New Business - A. PC Case 25-11-01 Sign Permit: 15590 W 13 Mile Rd. (Dollface)*
Date: November 19, 2025 - [Click to View Agenda](#)

Summary:

The Planning & Zoning Department received the attached sign permit application for a new business, Dollface, to be located at 15590 W 13 Mile Road. The Village's planning consultant has provided a detailed review of the sign, which is also attached.

Recommendation:

Approval of PC Case 25-11-01 Sign Permit for the installation of a 30 square foot sign at 15590 W 13 Mile Road (Dollface)

Attachments:

1. Dollface sign application
2. PC Case 25-11-01_15590 W13 Mile_Dollface Sign

November 13, 2025

Planning Commission
 Village of Beverly Hills
 18500 W. 13 Mile Road
 Beverly Hills, MI 48025

Attention:	Susie Stec, Planning and Zoning Administrator
Subject:	Dollface – Sign application review
Location:	15590 W. 13 Mile Road – north side of 13 Mile, west of Greenfield Road
Zoning:	B Business District

Dear Commissioners:

At the Village’s request, we have reviewed the sign application submittal requesting a wall sign for a new business (Dollface) in the existing multi-tenant building at 15590 W. 13 Mile Road.

The application has been reviewed for compliance with the requirements of the Village Zoning Ordinance. If approved by the Commission, the applicant must obtain a permit prior to installation.

Sections 46-432 and 46-433 provide regulations for wall signs, which are outlined in the table below:

	Permitted	Proposal	Comments
Sign Types	2	1 (wall)	In compliance
Number	2	1 (wall)	In compliance
Size	30 SF (wall)	30 SF	In compliance
Height	8’ minimum	11’	In compliance
Illumination	Back-lit, indirect, external or no more than 30% internal	Back-lit	In compliance
Color scheme	No more than 3 colors	Black and white	In compliance
Lettering types	2 (max.)	1	In compliance
Projection	12” (max.)	3”	In compliance
Materials	Compatible w/ building is recommended	Metal letters/logo	In compliance

As described above, the proposed wall sign complies with the Village’s sign regulations.

Should you have any questions concerning this matter, please do not hesitate to contact our office.

Respectfully,
SAFEBUILT



Brian V. Borden, AICP
 Planning Manager

Village of Beverly Hills
 Building & Planning
 18500 W 13 Mile Rd
 Beverly Hills, MI 48025
 Phone: (248) 646-6404 Fax: (248) 646-3703
www.villagebeverlyhills.com

****Staff Use Only****

Date Received: _____
 Review/Mtg Date: _____
 Decision: _____
 Approved Denied ZBA
 Notes: _____

Application for Sign Permit	
Property Address & Parcel I.D. Number(s)	Address: 15590 W 13 Mile Rd, Ste B
	Parcel ID(s):
Property Information (Attach additional pages if necessary)	Primary Street Frontage: 50ft Secondary Street Frontage:
	Business Frontage (if different than building): 50ft
	Landscaping (if applicable):
First Sign Information * (Attach additional pages if necessary)	Type (e.g. wall or ground): Wall <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Temporary
	Setback (if applicable): Height from grade: 11'
	Size: 70" L x 62" H = 30 sq ft Depth or Projection: 3"
	Sign Colors (incl white/black): White and Black
	Lighting (type, size, number, etc): LED - Back-lit White
Second Sign Information * (Attach additional pages if necessary)	Type (e.g. wall or ground): n/a <input type="checkbox"/> Permanent <input type="checkbox"/> Temporary
	Setback (if applicable): Height from grade:
	Size: L x H = sq ft Depth or Projection:
	Sign Colors (incl white/black):
	Lighting (type/size/number/etc):
Existing Sign Information	Sign Type: n/a Number of Signs:
	Square Footage per sign:
Applicant	Contact Name: Kal Mansour
	Business Name: Sign Emporium Inc
	Address: 11035 E 9 Mile Rd
	City: Warren State: MI Zip: 48089
	Phone: 586-576-7901 Email: signsbykal@gmail.com
Property Owner <input type="checkbox"/> Same as Applicant	Contact Name: Marwan Brikho
	Business Name (if applicable): medical office 13 / Greenfield LLC
	Address: 3111 Greenfield rd
	City: Beverly Hills State: MI Zip: 48025
	Phone: 248-388-9767 Email: info@DetroitBillFace.com
	Property Owner Signature (if other than applicant): <i>Marwan Brikho</i>
Applicant Signature	X: <i>[Signature]</i>

In order to be considered at an upcoming meeting, this application and all required documents and materials must be submitted by the established deadline date for the next regular meeting of the Planning Commission. Submittal by deadline does not guarantee placement on the agenda. Please refer to Sections 22.32 for complete sign regulations. Note: the applicant or a representative must be present at all meetings.

* Full color rendering(s) of existing and proposed sign(s) with required measurements and depicted in the proposed location with applicable building measurements, set back measurements, and any other applicable information is required with submittal.

Pinned-off Channel Letters on Backer

Mounting Detail

After

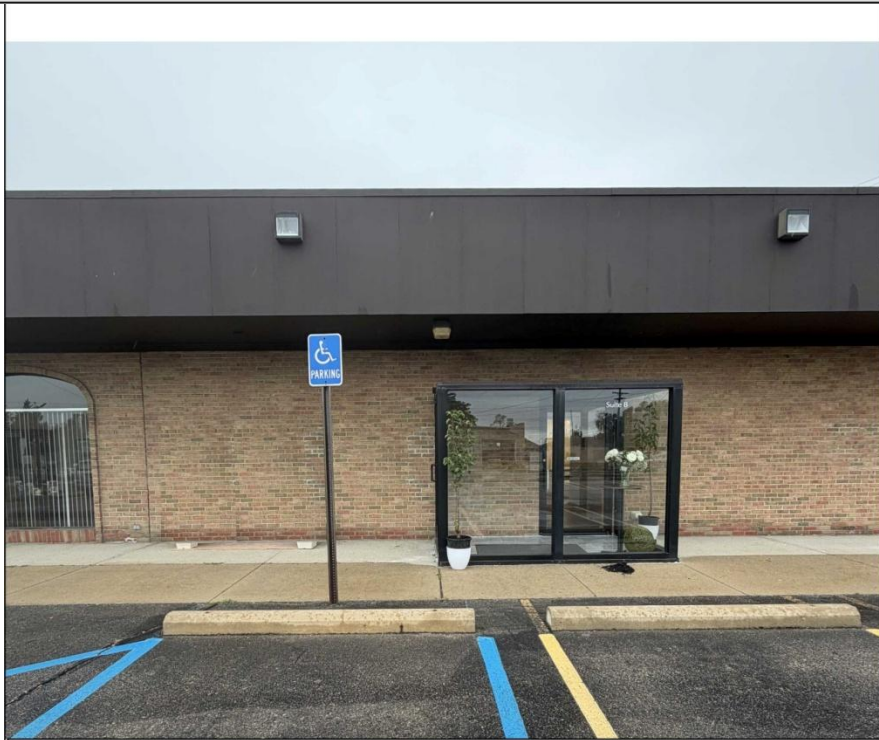


Sign Description	Dollface
Date:	10-10-25
Site Address:	15590 W 13 Mile Rd. Ste B Beverly Hills, MI 48025
Contact Info:	
Landlord Info:	
Photo of Suite:	
Meas. of Suite:	
Site Plan:	
Eps Artwork:	
Check Sign Ordinance:	
Wall Color SW#:	
Landlord Approval:	
Permits Needed:	

ACCEPTANCE OF ARTWORK The drawing above is an artistic representation ONLY. Elements may vary based on field measurements. This color proof is intended for verification of spelling, layout, color and composition. (PLEASE HELP AVOID UNNECESSARY COSTS BY CHECKING THIS PROOF CAREFULLY.) Signature constitutes authorization to proceed with specifications and conditions of this document as specified. All artwork and designs are property of Sign Emporium and may not be used without expressed written permission of Sign Emporium.

Approval: _____ Date: _____

SIGN EMPORIUM phone: 586.576.7901 fax: 866.881.8182
11035 E 9 Mile Rd Warren, MI 48089
email: signsbykal@gmail.com



Mounting Detail

Before

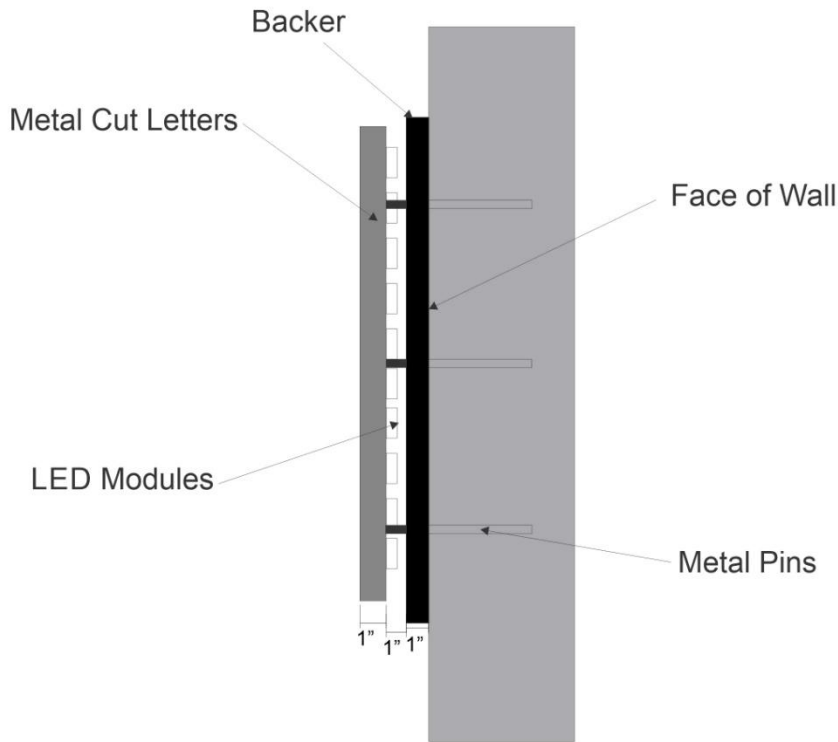
Sign Description	Dollface
Date:	10-10-25
Site Address:	15590 W 13 Mile Rd. Ste B Beverly Hills, MI 48025
Contact Info:	
Landlord Info:	
Photo of Suite:	
Meas. of Suite:	
Site Plan:	
Eps Artwork:	
Check Sign Ordinance:	
Wall Color SW#:	
Landlord Approval:	
Permits Needed:	

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Approval: _____ Date: _____

SIGN EMPORIUM phone: 586.576.7901 fax: 866.881.8182
11035 E 9 Mile Rd Warren, MI 48089
email: signsbykal@gmail.com

Sign Mounting Details



Mounting Detail

Sign Description	Dollface
Date:	10-10-25
Site Address:	15590 W 13 Mile Rd, Ste B Beverly Hills, MI 48025
Contact Info:	
Landlord Info:	
Photo of Suite:	
Meas. of Suite:	
Site Plan:	
Eps Artwork:	
Check Sign Ordinance:	
Wall Color SW#:	
Landlord Approval:	
Permits Needed:	

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Approval: _____ Date: _____

SIGN EMPORIUM
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 fax: 866.881.8182
 11035 E 9 Mile Rd
 Warren, MI 48089
 email: signsbykal@gmail.com





Agenda Item Summary

To: Planning Commission
From: Susie Stec, Planning & Economic Development Director

Re: *New Business - B. PC Case 25-11-02 Sign Permit: 31535 Southfield Rd. (Paddle & Par)*

Date: November 19, 2025 - [Click to View Agenda](#)

Summary:

Paddle & Par representatives appeared at the July 27th Planning Commission seeking approval to install a signage band on the north end of the front building facade. The Planning Commission granted conditional approval subject to the Zoning Board of Appeals granting approval for the additional wall signage. The design approved by Planning Commission aligned with the existing canopy. Comments from the Planning Commission when reviewing the request were focused on the cleanness of the design, drawing the eye along the facade, and coordinating with the overall building and downtown aesthetic. The Zoning Board of Appeals considered, and ultimately granted, relief from the zoning ordinance for a 3rd wall sign (4th sign on the site) on August 11th.

Approximately a month after receiving approval from the ZBA, the owner of Paddle & Par reached out to the Building Official seeking an alternative placement for the additional approved wall sign citing a lack of visibility from the road and difficulty placing the letters in the rough cut block. The business owner was informed that, per [Section 46-275\(a\)](#), the Planning Commission is the responsible body for the review and approval of signs; there are no provisions for administrative approvals or deviations. The property owner chose to install the sign as approved and present the revised sign placement for consideration.

Recommendation:

Approve amended wall sign as presented

Attachments:

1. Paddle and Par amended wall sign
2. PC Case 25-11-02_31535 Southfield_Paddle & Par_COMBINED

November 13, 2025

Planning Commission
 Village of Beverly Hills
 18500 W. 13 Mile Road
 Beverly Hills, MI 48025

Attention:	Susie Stec, Planning and Zoning Administrator
Subject:	Paddle and Par – Amended sign application review
Location:	31535 Southfield Road – west side of Southfield Road, north of 13 Mile Road
Zoning:	B Business District and VCOD Village Center Overlay District

Dear Commissioners:

At the Village’s request, we have reviewed the amended sign application submittal for Paddle and Par (31535 Southfield Road).

The applicant previously obtained approval for a new wall sign, which was subsequently installed. At this time, the applicant seeks to relocate the same signage on the same building face (shifting it slightly higher on the front façade).

The application has been reviewed for compliance with the requirements of the Village Zoning Ordinance. If approved by the Commission, the applicant must obtain a permit prior to installation.

Sections 46-432 and 46-433 provide regulations for wall signs, which are outlined in the table below:

	Permitted	Proposal	Comments
Sign Types	2	2 – wall and ground	In compliance
Number	2	4 – 3 existing wall, 1 existing ground	PC and ZBA approved signs in 2024 and 2025
Size	60 SF (wall)	49 SF	In compliance
Height	8’ minimum	18’-6”	In compliance
Illumination	Back-lit, indirect, external or no more than 30% internal	None identified	If illumination is proposed, applicant must provide details
Color scheme	No more than 3 colors	Blue	In compliance
Lettering types	2 (max.)	1	In compliance
Projection	12” (max.)	3/8”	In compliance
Materials	Compatible w/ building is recommended	Acrylic letters on existing building face	In compliance

As described above, the proposed modification to the existing wall sign complies with the Village’s sign regulations and is consistent with the variance granted by the ZBA.

Should you have any questions concerning this matter, please do not hesitate to contact our office.

Respectfully,
SAFEBUILT



Brian V. Borden, AICP
 Planning Manager

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 Beverly Hills, MI 48025
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 www.villagebeverlyhills.com

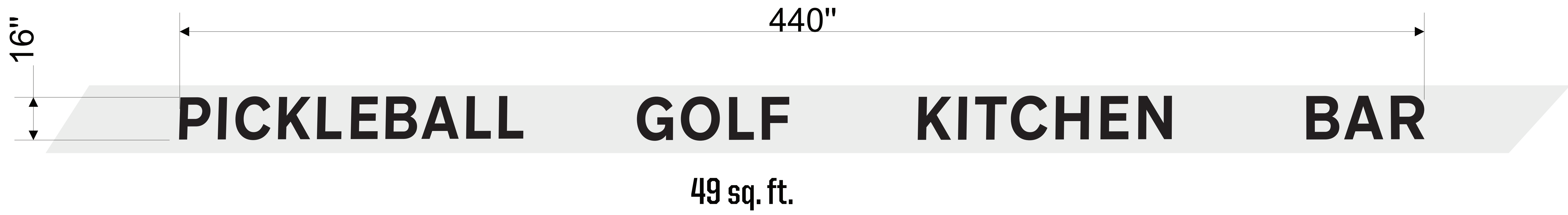
Staff Use Only

Date Received: _____
 Review/Mtg Date: _____
 Decision: _____
 Approved Denied ZBA
 Notes: _____

Application for Sign Permit	
Property Address & Parcel I.D. Number(s)	Address: 31535 SOUTHFIELD RD.
	Parcel ID(s): 24-02-427-008
Property Information (Attach additional pages if necessary)	Primary Street Frontage: SPUD RD Secondary Street Frontage:
	Business Frontage (if different than building):
	Landscaping (if applicable):
First Sign Information * (Attach additional pages if necessary)	Type (e.g. wall or ground): pylon mounted <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Temporary
	Setback (if applicable):
	Size: L x H = sq ft
	Sign Colors (incl white/black): NAVY BLUE BAND / WHITE LETTERS
	Lighting (type, size, number, etc): EXISTING SPOT LIGHT
Second Sign Information * (Attach additional pages if necessary)	Type (e.g. wall or ground): Wall (ADDITION) <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Temporary
	Setback (if applicable):
	Size: 187 L x 6 H = 7.8 sq ft
	Sign Colors (incl white/black): NAVY BLUE
	Lighting (type/size/number/etc):
Existing Sign Information	Sign Type: Wall
	Number of Signs: 1
Applicant	Contact Name: Metro Signet Lighting / Paul Deters
	Business Name:
	Address: 71444 KALTZ AVE
	City: Warren State: MI Zip: 48009
	Phone: 586.759.2700 Email: jszelzer@mehosal.com
Property Owner <input type="checkbox"/> Same as Applicant	Contact Name: MICHAEL HAENER / NEAL CHECK
	Business Name (if applicable):
	Address:
	City: State: Zip:
	Phone: Email:
Applicant Signature	X: Paul Deters

In order to be considered at an upcoming meeting, this application and all required documents and materials must be submitted by the established deadline date for the next regular meeting of the Planning Commission. Submittal by deadline does not guarantee placement on the agenda. Please refer to Sections 22.32 for complete sign regulations. Note: the applicant or a representative must be present at all meetings.

* Full color rendering(s) of existing and proposed sign(s) with required measurements and depicted in the proposed location with applicable building measurements, set back measurements, and any other applicable information is required with submittal.





Agenda Item Summary

To: Planning Commission
From: Susie Stec, Planning & Economic Development Director
Re: *New Business - C. 2026 Planning Commission Calendar of Meetings*
Date: November 19, 2025 - [Click to View Agenda](#)

Summary:

Annually the Planning Commission is required to adopt a calendar of meeting dates. As in past years, dates for November and December have been moved to the 3rd week due to holidays. Additionally, it should be noted that annual joint meeting with Village Council will be held during the regular meeting on January 28th.

Recommendation:

Adopt the 2026 Planning Commission calendar of meetings as presented

Attachments:

1. 2026 PC Calendar of Meetings



The **Planning Commission** has established a regular meeting schedule of the 4th Wednesday of each month at 7:00 pm. Meetings are held in Council Chambers of Village Hall (18500 W. 13 Mile Road, Beverly Hills, MI 48025). Below is a list of the 2026 Planning Commission meeting dates.

2026 Planning Commission Meeting Dates
*January 28 th
February 25 th
March 25 th
April 22 nd
May 27 th
June 24 th
July 22 nd
August 26 th
September 23 rd
October 28 th
**November 18 th
**December 16 th
January 27, 2027

* Joint Meeting with Village Council
 **3rd Wednesday due to holiday observances



Agenda Item Summary

To: Planning Commission
From: Susie Stec, Planning & Economic Development Director
Re: *New Business - D. Joint Meeting Topic Discussion*
Date: November 19, 2025 - [Click to View Agenda](#)

Summary:

The Joint Meeting between Planning Commission and Village Council is currently scheduled during the regular Planning Commission meeting on January 28th. Current topics of discussion include an update of the Master Plan Implementation Chart and the upcoming 2026 Master Plan update. Planning Commission should identify any additional topics for discussion.

Recommendation:

Attachments:

None