

Present: Chair Westerlund, Secretary Copeland, Members: Campbell, Erickson, Harper, Trust, and Ross

Absent: Vice-Chair Dillard-Russaw, Member: Lucas

Also Present: Planning and Economic Development Director, Stec
Planning Consultant, Borden
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.

APPROVAL OF AGENDA

Motion by Trust, second by Harper, to approve the agenda as published.

Motion passed.

APPROVAL OF MINUTES

Motion by Harper, second by Campbell, to approve the minutes of the September 24, 2025 Planning Commission meeting.

Motion passed.

PUBLIC COMMENTS ON ITEMS NOT ON PUBLISHED AGENDA

None

OLD BUSINESS

None

NEW BUSINESS

A. PC CASE: 25-11-01 Sign Permit
LOCATION: 15590 W 13 Mile Rd (Dollface) Ste B
PARCEL ID: TH-24-01-477-014
ZONING: B-Business
PETITIONER: Nichole Tyra, Dollface
OWNER: Nichole Tyra, Owner, Dollface
REQUEST: *Obtain ~~approval to modify existing monument sign, and obtain a recommendation approval~~ for proposed wall sign modifications to be forwarded to Zoning Board of Appeals*

Stec introduced Tyra to the commission and explained that the proposed sign met all ordinance requirements, including lighting and color palette. Borden confirmed that the sign application was reviewed and complied with all aspects of the sign standards.

Tyra introduced herself and provided background on her business operations, describing the aesthetic and clinical services offered.

Motion by Campbell, seconded by Trust to approve PC Case 25-11-01 Sign Permit for the installation of a 30 sqft sign located at 15590 W. 13 Mile Road for the Dollface business.

Roll Call Vote:

Westerlund	Yes
Copeland	Yes
Campbell	Yes
Erickson	Yes
Harper	Yes
Trust	Yes
Ross	Yes

Motion passed (7-0)

AB. PC CASE: 25-11-02 Sign Permit
LOCATION: 31535 Southfield Rd (Paddle & Par)
PARCEL ID: TH-24-02-427-011
ZONING: B-Business
PETITIONER: Karl Mayry, Metro Signs & Lighting
OWNER: Neal Check, Owner/ Michael Haener, COO, Paddle & Par
REQUEST: *Obtain approval to relocate the same signage on the same building face, shifting it slightly higher on the front façade.*

Stec explained that the sign was previously approved during the July 27th Planning Commission meeting. However, due to onsite conditions, they are requesting to raise the sign several feet to improve visibility and to avoid shadowing caused by ~~textured brick façade~~ split face block.

Borden confirmed that the revision remains compliant with zoning and signage regulations and reminded the commission that this is their third wall sign, but they have already obtained a variance.

Mayry explained that the current installation sits on a ~~textured soldier-course brick surface~~ textured block that creates uneven mounting and casts shadows across the acrylic letters, reducing legibility at certain times of day. He also stated that evergreen landscaping partially limits visibility from certain approaches of the roadway. Relocating the sign higher on the building would allow flush mounting on smooth brick and improve visibility.

Harper expressed that a large part of the original sign approval in July was because of the large blank space on that part of the building in addition to the alignment with the existing awning element.

Erickson observed that she had not personally experienced visibility issues, though she acknowledged the applicant's concerns regarding shading and vegetation.

Mayry confirmed that the revised location would eliminate the need for stand-offs and improve clarity.

Motion by Campbell, seconded by Erickson to approve PC Case 25-11-02 Sign Permit as presented with the condition that there is no illumination for the amended sign.

Roll Call Vote:

Westerlund	Yes
Copeland	Yes
Campbell	Yes
Erickson	Yes
Harper	Yes
Trust	Yes
Ross	Yes

Motion passed (7-0)

PUBLIC COMMENTS

None

LIAISON COMMENTS

None

STAFF COMMENTS

Stec proposed the 2026 Planning Commission Meeting Calendar. Commissioners agreed to keep the meeting time at 7 p.m.

Motion by Harper, seconded by Trust to approve the proposed schedule for 2026 Planning Commission Meeting dates with the addition of keeping the meetings for 2026 to be scheduled at 7 p.m.

Motion passed.

Stec announced that the Joint Meeting with Council is scheduled for January 28, 2026.

Stec outlined major upcoming work on the Master Plan update, including new chapters on housing, stormwater, and sustainability, along with updated transition area mapping. Additional zoning topics- such as work trailers, large garage requests, dumpsters, roll-off containers, and temporary storage units- were identified for future review.

COMMISSIONER COMMENTS

The Commission exchanged holiday greetings.

CORRESPONDENCE

Stec updated commissioners on the transition to the new Civic Plus system for packet distribution, training opportunities through the Michigan Association of Planning, and the county-wide Shop Small initiative.

ADJOURNMENT

Motion by Erickson, second by Trust, to adjourn the meeting at 7:38 p.m.

Motion passed.

Patrick Westerlund
Chairperson

Carissa Brown
Village Clerk

Lydia Williams
Recording Secretary