Present: Chairperson Westerlund, Vice-Chairperson Dillard-Russaw, Members: Campbell, Erikson and Lessem

Present: President George, Members: Abboud *(arrived at 7:06 p.m.)*, Hrydziuszko, Kecskemeti, and O'Gorman

Absent: Secretary Copeland , Harper, Lucas, and Trust

Absent: President Pro Tem Drummond and Mercer

Also Present: Planning & Economic Development Director, Stec
Village Manager, Rothe
Planning Consultant, Borden
Village Clerk, Brown

**ROLL CALL/CALL TO ORDER**
Chairperson Westerlund called the Planning Commission meeting to order at 7:00 p.m. in the Village Council Chambers located at 18500 W. Thirteen Mile Road, Beverly Hills, MI 48025.

Motion by Campbell, second by Dillard-Russaw to excuse Harper, Lucas and Trust from tonight's meeting.

Motion passed unanimously.

**AMENDMENTS TO AGENDA/APPROVE AGENDA**
Motion by Dillard-Russaw, second by Campbell, to approve the agenda as published.

Motion passed unanimously.

**PUBLIC COMMENTS ON ITEMS NOT ON PUBLISHED AGENDA**
None.

**APPROVAL OF MINUTES**
Motion by Campbell, second by Dillard-Russaw, to approve the minutes of the June 24, 2026 Planning Commission meeting as published.

Motion passed unanimously.

**OLD BUSINESS**
None.

Abboud arrived at 7:06 p.m.

**NEW BUSINESS**
**JOINT PC - VC MASTER PLAN & ZONING ORDINANCE REWRITE KICK-OFF**
The Planning Commission and Village Council members met to discuss leadership's priorities and major considerations to help inform both the Master Plan and public outreach efforts.

Using the digital platform, Mentimeter (Menti.com), Planning Commission and Village Council members were asked to answer questions using the SWOTAR (Strengths, Weaknesses, Opportunities, Threats, Aspirations, and Results) framework.

Participants identified the Village's key strengths as its safe, family-oriented character, quality schools, parks, mature tree canopy, natural features, walkability, and central location.

The discussion of weaknesses focused primarily on aging infrastructure and stormwater management, as well as housing affordability, redevelopment pressures, limited development opportunities, transportation options, and preserving neighborhood character.

Participants identified opportunities to improve multimodal transportation, strengthen the Southfield Road corridor, encourage thoughtful redevelopment, expand housing options, enhance

sustainability and stormwater management, and support redevelopment of underutilized properties.
Future concerns/ threats included aging infrastructure, flooding, rising housing costs, and maintaining the Village's attractiveness to young families.

During the aspirations discussion, participants emphasized preserving the Village of Beverly Hills' natural character while fostering community connections, supporting local businesses, enhancing public spaces, and promoting thoughtful redevelopment that maintains the Village's identity.

Strategies to strengthen community engagement included expanding community events, improving promotion of local businesses, and enhancing communication via the Village website and social media.

Participants also emphasized the importance of a realistic, implementation-focused Master Plan with measurable goals, clear priorities, assigned responsibilities, and regular progress reviews. The discussion further highlighted opportunities to improve long-term planning for redevelopment, connectivity, and infrastructure.

**PUBLIC COMMENTS**
None.

**LIAISON COMMENTS**
None.

**STAFF COMMENTS**
None.

**COMMISSIONER COMMENTS**
Commissioners welcomed new Planning Commission member, Lessem.

Lessem introduced himself and expressed appreciation for the opportunity to serve.

Westerlund recalled a community-wide SWOT analysis conducted in the early 2000s and suggested locating the report to compare past community priorities with the current Master Plan update process.

George also noted a similar planning exercise completed during a previous Council planning session and agreed that reviewing past planning efforts could provide valuable context.

**CORRESPONDENCE**
None.

**ADJOURNMENT**

Motion by Dillard-Russaw, second by Erickson, to adjourn the meeting at 9:00 p.m.

Motion passed.

| | |
|---|---|
| **Patrick Westerlund**<br>**Chairperson** | **John George**<br>**President** |
| **Carissa Brown**<br>**Village Clerk** | **Lydia Williams**<br>**Recording Secretary** |