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Terry Lilley, Clerk
Beverly J. Spoor, Treasurer



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WHITE LAKE TOWNSHIP

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WHITE LAKE TOWNSHIP PLANNING COMMISSION

Regular Meeting
7525 Highland Road
White Lake, MI 48383
January 21, 2010 @ 7:00 p.m.

Chairperson Lewsley called the meeting to order at 7:00 p.m. and led the Pledge of Allegiance. Roll was called: Ms. Michalowski, Mr. Long and Mr. Meagher were absent.

ROLL CALL: Steve Anderson, Vice Chairperson
David Lewsley, Chairperson
Michael Long - **Absent**
Steve Martinko, Secretary
Peter Meagher - **Absent**
Maria Michalowski - **Absent**
Gail Novak-Phelps
Beverly Spoor, Board Liaison
Stan Woodhouse

Also Present: Sean O'Neil, AICP, Planning Director
Jason Iacoangeli, Staff Planner
David Birchler, AICP, Township Consultant
Lynn Lindon, Recording Secretary

Visitors: 12

Approval of Agenda:

Mr. Woodhouse moved to approve the agenda as presented. Mrs. Novak-Phelps supported and the MOTION CARRIED with a voice vote. (6 yes votes)

Approval of Minutes:

- Minutes of November 19, 2009

Mrs. Spoor moved to approve the minutes of November 19, 2010 as presented. Mr. Martinko supported and the MOTION CARRIED with a voice vote. (5 yes votes; 1 abstained - Anderson)

Call to the Public (for items not on the agenda)

Mr. Lewsley opened the discussion for public comment on items not listed on the agenda, but none was offered.

Other Business:

- a. One-year Extension Request – White Lake Technical Suites/File No. 05-009 Final Site Plan Approval**

Mrs. Novak-Phelps moved in File 05-009, White Lake Technical Suites, to approve the one-year extension request based on the staff's recommendation. Mr. Woodhouse supported and the

MOTION CARRIED with a roll call vote: Woodhouse – yes; Anderson – yes; Lewsley – yes; Novak-Phelps – yes; Spoor – yes; Martinko – yes. (6 yes votes)

b. One-year Extension Request – White Lake Hill/File No. 07-021 Preliminary Site Plan Approval and Rezoning Request

Mrs. Novak-Phelps moved in File 07-021, White Lake Hill, to recommend to the Township Board approval of the one-year extension request. Mrs. Spoor supported and the MOTION CARRIED with a roll call vote: Woodhouse – yes; Anderson – yes; Lewsley – yes; Novak-Phelps – yes; Spoor – yes; Martinko – yes. (6 yes votes)

c. One-year Extension Request – Marie Meadows Site Condominium/File No. 06-010 Final Site Plan Approval

Mr. Woodhouse moved in File 06-010, Marie Meadows Site Condominium, to approve the one-year extension request based on the staff's recommendation. Mrs. Novak-Phelps supported and the MOTION CARRIED with a roll call vote: Woodhouse – yes; Anderson – yes; Lewsley – yes; Novak-Phelps – yes; Spoor – yes; Martinko – yes. (6 yes votes)

d. One-year Extension Request – The Ravines Site Condominium/File No. 05-001 Preliminary Site Plan and Special Land Use

Mrs. Novak-Phelps moved in File 05-001, The Ravines Site Condominium, to approve the one-year extension request and the Special Land Use based on the staff's recommendation. Mr. Anderson supported and the MOTION CARRIED with a roll call vote: Woodhouse – yes; Anderson – yes; Lewsley – yes; Novak-Phelps – yes; Spoor – yes; Martinko – yes. (6 yes votes)

e. Discussion of Sustainability Master Plan Objective

Mr. Birchler stated there are 4 items that need to be on the work program over the next few months. First, a discussion on sustainable development policy and how we might approach it by encouraging and promoting economical development in the community. The Board was clear that they didn't want a mandatory policy or system, but rather a volunteer opportunity for developers to take advantage and acquire certain bonuses in return for sustainable features, i.e., long term money savers. As previously discussed, there is a process to get to this point, which starts with adding a chapter to the Master Plan and then following up to implement the process. This was addressed some time ago and Mr. Birchler resubmitted the ordinance provision that has an intent paragraph, which would form the basis of a policy statement.

Secondly, the commission needs to develop an outline for the Master Plan update and agree on it as a group.

A new item to consider is to look at the sign regulation section and address temporary and portable signs. The economic downturn has resulted in businesses coming up with clever sales gimmicks and short cycle marketing campaigns that result in portable signs. It is to the point where there is 200+ portable and illegal signs in the township. The task is to come up with a system and raise the level of quality by establishing guidelines that recognize businesses are struggling right now and to help them make it through the next few years.

And lastly, changeable electronic message signs need to be addressed. One has been installed at the church without review at this level. There are some issues the Planning Commission needs to discuss and evaluate and either allow this type of sign in the ordinance with standards, or get aggressive about prohibiting them. He referenced the current ordinance as it pertains to signage. He noted the changeable electronic signs can essentially be a rolling commercial and we should incorporate a standard where a minimum percentage of sign area should be an identification of the business. This is what the sign is intended to do. There is a reasonable way to allow this type of signage. Long term it will be an enforcement headache since we don't have control over who is telling the sign what to do. A suggestion would be to adopt a system that has "knocks-boxes" like the fire department uses.

Mr. O'Neil feels the immediate need here is to regulate temporary and portable signs, as the township is pushing to clean up the corridor. Attorney Need suggested placing a moratorium on changeable text signs. Under the current ordinance, these types of signs are not allowed. Since the sign ordinance is extensive and difficult, it would make more sense to pull out this small section and address it now.

Mrs. Novak-Phelps noted that the township has an existing ordinance and questioned why it is not being enforced. Mrs. Spoor feels there should be some guidelines and agrees the existing rules aren't being enforced. She indicated there were 129 illegal signs along a small stretch of M-59 that she personally counted. Mrs. Novak-Phelps added that the church sign should not have been allowed and they should have been told it was not allowed. The township should have been enforcing the ordinance all along and then addressing additional requests.

Mrs. Spoor indicated the township is working ahead to get revisions in place. When the commission meets with the Board or supervisor, it should express the fact we have to work together to make this happen. Mr. O'Neil added that a moratorium would be helpful. Mrs. Spoor noted the township employs an ordinance officer who should be doing this.

Mr. Woodhouse feels we have to have development in the community before worrying about sustainable development, so this is an item that we have plenty of time to address. We should concentrate on enforcement of what is out there right now.

It is the consensus of the Planning, in lieu of developing a new ordinance, that the township has to have better enforcement. Mr. O'Neil added that temporary signage is an area to tinker with to see how it works. We can make an amendment and find a good balance for business/motorists/township. Mrs. Novak-Phelps noted the township has something similar for seasonal displays. Mrs. Spoor stated it is not the Planning Commission's obligation to enforce this. We need to get with the supervisor and elected officials and discuss this further. Someone has to push the button.

f. Election of Officers

Mrs. Novak-Phelps moved to nominate Steve Anderson as Chairperson. Mr. Woodhouse supported and the MOTION CARRIED with a voice vote. (6 yes votes)

Ms. Novak-Phelps moved to nominate Mr. Martinko as Vice Chairperson. Mr. Anderson supported and the MOTION CARRIED with a voice vote. (6 yes voters)

Mrs. Novak-Phelps moved to nominate Mr. Meagher as Secretary. Mr. Woodhouse supported and the MOTION CARRIED with a voice vote. (6 yes votes)

Mr. Woodhouse moved to elect all named by acclamation. Mrs. Novak-Phelps supported and the MOTION CARRIED with a voice vote. (6 yes votes)

Mrs. Novak-Phelps moved that Mr. Long continue as liaison to the ZBA, with the exception of February and March 2010, wherein Mr. Martinko will serve in his place. Mrs. Spoor supported and the MOTION CARRIED with a voice vote. (6 yes votes)

Planning Consultant's Report

Mr. Birchler had nothing further to add.

Director's Report

Mr. O'Neil indicated he and Mr. Iacoangeli are reviewing bylaws for all boards/commissions to see if anything is outdated. The Planning Commission was updated to incorporate changes from the Planning and Enabling Act a few years ago. Send him an email if anyone would like a copy.

Mr. Woodhouse addressed the students in the audience and encouraged them to look at the township Master Plan and zoning map, especially when they go to buy homes and/or businesses.

Communications:

Next meeting dates:

- Regular meeting – February 4, 2010 (*possible cancellation*)
- Regular meeting – February 18, 2010 (Spoor cannot attend)

Proposed Adoption of a new Zoning Ordinance/Waterford Township

Oakland County Coordinating Zoning Committee (CZC) County Code No. 10-01. (Mr. O'Neil stated there is no negative impact to White Lake, only minor changes, with no need for concern.)

Adjournment

Mrs. Novak-Phelps moved to adjourn the meeting at 7:55 p.m. Mrs. Spoor supported and the MOTION CARRIED with a voice vote. (6 yes votes)