

AGENDA
BIRMINGHAM DESIGN REVIEW BOARD MEETING
MUNICIPAL BUILDING-COMMISSION ROOM-151 MARTIN STREET
WEDNESDAY – January 21, 2015
******* 7:15 PM*******

- 1) **Roll Call**
- 2) **Approval of the DRB Minutes of January 7, 2015**
- 3) **Sign Review**
 - 33495 Woodward – US Mattress
- 4) **Design & Sign Review**
 - 1137 S. Adams – Exterior renovation
- 5) **Short Term Projects**
- 6) **Miscellaneous Business and Communication**
 - A. Staff Reports
 - [Administrative Approvals](#)
 - Violation Notices
 - B. Communications
 - Commissioners Comments
- 7) **Adjournment**

Notice: Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at [\(248\) 530-1880](tel:2485301880) at least on day in advance of the public meeting.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).

A PERSON DESIGNATED WITH THE AUTHORITY TO MAKE DECISIONS MUST BE PRESENT AT THE MEETING.

AGENDA

**DESIGN REVIEW BOARD
MINUTES OF JANUARY 7, 2013**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, January 7, 2013. Chairman John Henke called the meeting to order at 7:38 p.m.

Present: Chairman John Henke; Vice Chairman Keith Deyer; Board Members Mark Coir, Natalia Dukas, Shelli Weisberg, Michael Willoughby; Student Representatives Mitch Boorstein, Cambria Rush

Absent: Board Member Darlene Gehringer

Administration: Matthew Baka, Sr. Planner
Carole Salutes, Recording Secretary

01-01-15

**APPROVAL OF MINUTES
DRB Minutes of December 4, 2013**

**Motion by Mr. Coir
Seconded by Mr. Willoughby to approve the DRB Minutes of December 3, 2014 as presented.**

Motion carried, 6-0.

VOICE VOTE

Yeas: Coir, Willoughby, Deyer, Dukas, Henke, Weisberg

Nays: None

Absent: Gehringer

01-02-15

**SIGN REVIEW
33495 Woodward Ave.
US Mattress (postponed to January 21, 2015)**

01-03-15

**SIGN REVIEW
2300 Cole St.**

Dogtopia

Zoning: MX Mixed Use

Proposal: The applicant proposes to renovate the exterior of the existing one-story, single-tenant building by relocating several doors, painting the building, and erecting a new 6 ft. vinyl fence in two locations to be used as outdoor play areas. This property was reviewed and approved by the Planning Board on July 23, 2014 to make improvements to the parking lot and streetscape.

Design: The applicant is proposing to eliminate two existing rollup doors and install three new man doors along the west façade of the building. In addition, the applicant proposes to reface an existing ground sign in front of a single-tenant, one-story building. The cinder block portion of the building exterior is proposed to be painted "Pewter Green" SW6208. The brick portion of the building along Cole St. will not be painted. The proposal also calls for two fenced in play areas that will be constructed with 6 ft. vinyl fencing. The fence will be almond color in the Arlington Smooth style.

Signage: The total linear building frontage is 40 ft., permitting 40 sq. ft. of sign area. The existing ground sign measures 18.33 sq. ft., or a total of 36.66 sq. ft. for both sides. This meets the requirement of Section 86, Article 1.0, Table B of the Sign Ordinance, that states the total of all ground signs must not exceed 1 sq. ft. of sign for each linear foot of principal building frontage. The sign is proposed to be mounted 5 ft. above grade which is in accordance with Section 86, Article 1.0, Table B, that states no ground sign may be more than 8 ft. above grade. In accordance with Section 86, Article 1.0, Table B, no ground sign may be more than 30 sq. ft. per side. The proposal meets this requirement.

The existing sign is constructed of an aluminum cabinet and base. The cabinet will be painted PMS 151C Orange and the base will be painted Black.

Illumination: The applicant proposes to retain the existing illumination; the sign is internally lit with florescent lamps.

Mr. Baka outlined the proposal to put in a doggie day care, which is a permitted use in the MX Zone. He noted that one letter of concern has been received from a neighboring business. Basically the concerns were all code enforcement issues that the applicant has no intention of violating.

Mr. Scott Hall, Regional Developer for Dogtopia, stated everyone will enter through the Cole St. entrance. There is enough parking available so that no one will need to park on the neighbor's property. He indicated they intend to put in eight to ten Dogtopias in Michigan. Sixty to seventy percent of their business is daily daycare and twenty to thirty percent is overnight boarding. The rest is spa

and grooming services. The dogs will enter the play areas from within the building. The area is completely sanitized and there are no smells.

**Motion by Ms. Weisberg
Seconded by Mr. Coir to approve the Sign Review for 2300 Cole St.,
Dogtopia, as presented.**

At 7:50 p.m. there was no audience left to speak about the motion.

Motion carried, 6-0.

VOICE VOTE

Yeas: Weisberg, Coir, Deyer, Dukas, Henke, Willoughby

Nays: None

Absent: Gehringer

01-04-15

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 476/478 Park St. - Dark Burgundy siding being replaced with Rugged Canyon by Mastec.
- 33495 Woodward Ave., Brightmont Academy - Install (1) 2 ft. 8 in. x 24 ft. = 64 sq. ft. wall-illuminated wall sign reading "Brightmont Academy."
- 1890 Southfield, DeWitt Salon - Remove existing awnings. No signage; address only.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

01-05-15

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 7:52 p.m.

Matthew Baka
Sr. Planner



MEMORANDUM

Community Development

DATE: January 16, 2015

TO: Design Review Board

FROM: Matthew Baka, Senior Planner

SUBJECT: Sign Review – 33495 Woodward – US Mattress

Zoning: B-2b, General Business

Existing Use: US Mattress

Proposal

The subject site was approved at the April 16, 2014 DRB meeting for a master sign plan for the two-story, multi-tenant building located at 33495 Woodward. Once approved, each tenant was eligible to submit individual tenant signs for Planning Department approval. However, the applicant is requesting to install a sign that does not comply with the master sign plan. Accordingly, they are required to return to the Design Review Board for a review of the proposed signage.

Signage

The applicant proposes to install two wall signs. The total linear frontage for this tenant is 45', permitting 67.5 square feet of sign area. The proposed "US Mattress" sign will measure 2' 5" h x 14' 4" w or **34.63.33 square feet**. The combined area of both signs will be **69.277 square feet**. *In accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area - For all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 square foot (1.5 square feet for addresses on Woodward Avenue) for each linear foot of principal building frontage. The proposal does not meet this requirement.* Accordingly, the applicant will be required to reduce the total signage to 67.5 or less.

The wall signs are proposed to be mounted 11' 8" above grade. *In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs that project more than 3 inches from the building facade shall not be attached to the outer wall at a height of less than 8 feet above a public sidewalk and at a height of less than 15 feet above public alley. The proposal meets this requirement.*

The proposed "US Mattress" sign letters will be constructed of Solid brushed aluminum faces with painted silver returns. Letters reading "US Mattress" will be 3" thick and 24" in height. The backer/raceway will be painted purple (PMS 520c) behind the letters reading "US" and Mississippi Bronze (SW) behind the word "Mattress" to match the building. The sign will be mounted above the canopy. *In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance – Wall signs on Woodward may be no more than 48" in height. The proposal meets this requirement.*

Illumination

The **signage** will be internally illuminated with white LEDs.

Design Recommendation

When reviewing the project against the standards of Section 126-514 of the City of Birmingham Zoning Ordinance, staff makes the following observations:

1. The appearance color and texture of materials being used will likely preserve and not adversely affect property values in the immediate neighborhood. *The overall design is not likely to adversely affect property values.*
2. The appearance of the building exterior will not detract from the general harmony of and is compatible with other buildings already existing in the immediate neighborhood. *The overall design elements **will not** detract from the harmony and appeal of the **other buildings on Woodward**. The proposed design is compatible with the surrounding building façades.*
3. The appearance of the building exterior will not be garish or otherwise offensive to the sense of sight. *The proposed design elements are not garish or offensive to the sense of sight.*

Sign Recommendation

In accordance with Section 86, Article 2, 2.02 (c) of the City of Birmingham Sign Ordinance, Planning Division Sign review approval shall be granted only upon determining the following:

1. The scale, color, texture and materials of the sign being used will identify the business succinctly, and will enhance the building on which it is located, as well as the immediate neighborhood.
2. The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located, as well as neighboring buildings.
3. The appearance of the building exterior with the signage will preserve or enhance, and not adversely impact, the property values in the immediate neighborhood.
4. The sign is neither confusing nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety.
5. The sign is consistent with the intent of the Master Plan, Urban Design Plan(s), and/or Downtown Birmingham 2016 Report, as applicable.
6. The sign otherwise meets all requirements of this Chapter.

The Planning Division recommends that the Design Review Board consider a motion to approve the design and sign review application for 33495 Woodward with the following condition;

1. The total area of signage proposed must be reduced to 67.5 or less.

Sample Motion Language

Motion to APPROVE the design and sign review application for 33495 Woodward, provided the applicant meet(s) the following condition(s):

1. The total area of signage proposed must be reduced to 67.5 or less.

OR

Motion to TABLE the design and sign review application for 33495 Woodward. The applicant must provide the following items:

- 1.

OR

Motion to DENY the design and sign review application for 33495 Woodward. The proposal does not meet the requirements of section 126-514 of the Zoning Code.

Sec. 126-514. Duties of Design Review Board.

The Design Review Board shall review all documents submitted pursuant to this section determining the facts given in this section.

- (1) All of the materials required by this section have been submitted for review.
- (2) All provisions of chapter 126 of this Code have been complied with.
- (3) The appearance, color, texture and materials being used will preserve property values in the immediate neighborhood and will not adversely affect any property values.
- (4) The appearance of the building exterior will not detract from the general harmony of and is compatible with other buildings already existing in the immediate neighborhood.
- (5) The appearance of the building exterior will not be garish or otherwise offensive to the sense of sight.
- (6) The appearance of the building exterior will tend to minimize or prevent discordant and unsightly properties in the city.
- (7) The total design, including but not limited to colors and materials of all walls, screens, towers, openings, windows, lighting and signs, as well as treatment to be utilized in concealing any exposed mechanical and electrical equipment, is compatible with the intent of the urban design plan or such future modifications of that plan as may be approved by the city commission.

(Code 1963, § 5.192(4))

Article 2, 2.20. Sign review

(b) Restrictions.

- (1) The Historic District Commission, Design Review Board or Planning Board may impose restrictions on the size, placement and appearance of signs in addition to those requirements set forth by this ordinance.
- (2) The Historic District Commission, Design Review Board or Planning Board shall not allow the alteration or construction of any sign which would violate the requirements of this ordinance.



Sign Ordinance Requirements – Name Letter/Wall Signs Planning Division

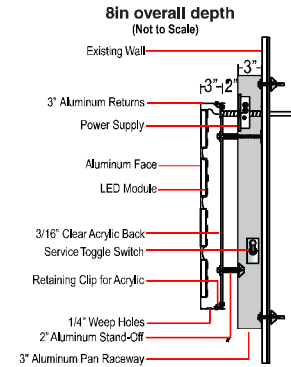
Property Address: 33495 Woodward
 Current Zoning: B-2B, General Business
 Sign Copy: US Mattress

	Required	Proposed	Review
Maximum Area	<input checked="" type="checkbox"/> Woodward – 1.5 square feet per linear foot. <input type="checkbox"/> Other – 1 square foot per linear foot 45' Total Linear Street Frontage	Sign height: 29" Sign width: 172" Total sign area: 69.277 sq. ft.	Does not meet requirements
Maximum Height	<input type="checkbox"/> Name Letter Sign <input type="checkbox"/> Woodward – 3' <input type="checkbox"/> Other – 2' <input checked="" type="checkbox"/> Wall Sign <input checked="" type="checkbox"/> Woodward – 4' <input type="checkbox"/> Other – 3'	Sign height: 2' 5"	Meets requirements
Other Sign measurements	<ul style="list-style-type: none"> Logos/design elements may be greater than 3' in height subject to approval Thickness = 9" maximum Height from grade = 8' sidewalk if over 3" thick Height from grade – 15' alley, etc. 	Logo height:N/A Sign Thickness:8" Sign Height above grade:11' 8"	Meets requirements
Illumination	<input checked="" type="checkbox"/> Non-historic District <ul style="list-style-type: none"> Steady light only No exposed neon B1 Zone – 10:00pm or ½ Hour after close of Business Adj. residential – no side or rear lights <input type="checkbox"/> Historic District <ul style="list-style-type: none"> As listed above Halo backlighting Exterior light fixtures No internal illumination 	LED Halo lighting	Meets requirements
# Allowed	<input checked="" type="checkbox"/> Principal Wall Sign <ul style="list-style-type: none"> 1 street = 1 sign 2 streets = 2 identical sgn 	Two Streets = two signs	Meets requirements

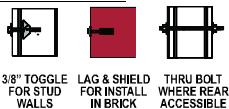
	<ul style="list-style-type: none">• 3 + streets = each frontage• All above can not exceed maximum sign area for building <input checked="" type="checkbox"/> Wall / Name Letter Sign <ul style="list-style-type: none">• Limited by area per frontage		
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Reviewed by: Matthew Baka

Date: January 16, 2015



Sign Attachment Methods



Reverse Illuminated (Halo Lit) Channel Letters on Oversized Raceway

33.28 sq ft
Woodward Ave

33.28 sq ft
Emmonds

Total of 66.57 sq ft

PMS 520c

Sherwin Williams Mississippi Bronze

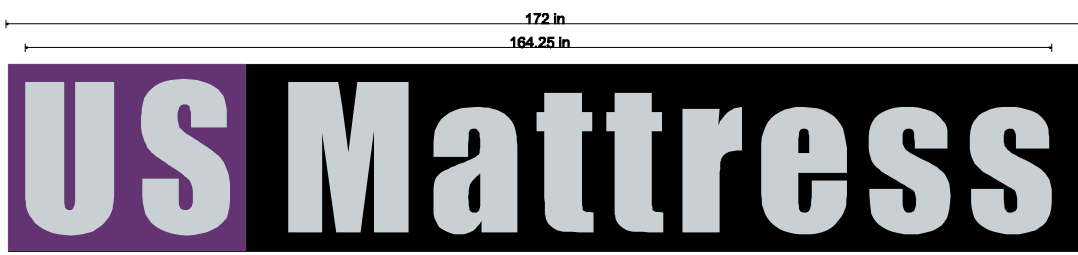
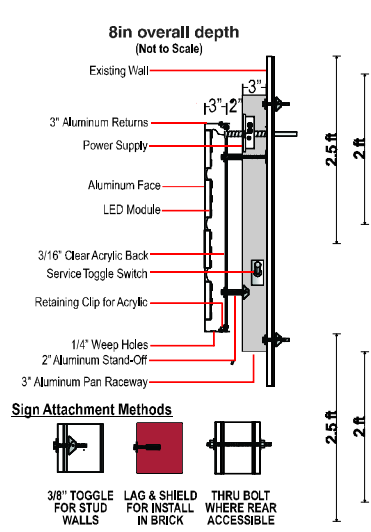
Brushed Aluminum Faces - Silver Returns

Customer:	
Company:	
Address:	
City:	State/ZIP:
Phone:	
Fax:	

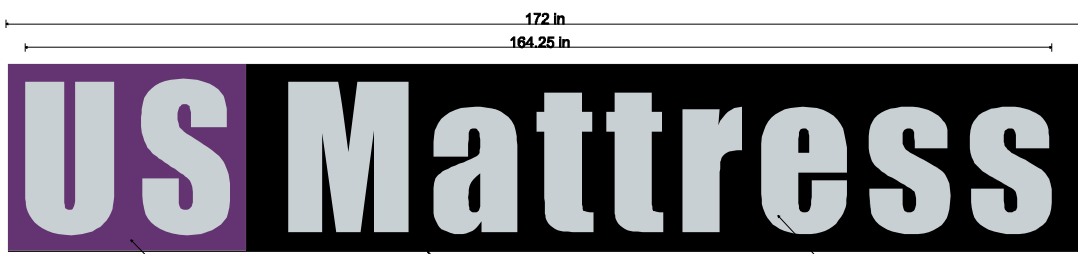


Brighton Signs by Tomorrow
2150 Pless Rd. Ste. 3A
Brighton, Michigan 48114
810-225-7446
signsbytomorrow.com/brighton

Artist: Creative Dept	Date: 1/16/2015
Folder Location T:\JOBS BY CUSTOMER\US Mattress\Birmingham Location	
File Name: Final Sign Specs.fs	
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Reverse Illuminated (Halo Lit) Channel Letters on Oversized Raceway



PMS 520c

Sherwin Williams Mississippi Bronze

Brushed Aluminum Faces - Silver Returns

27.4 sq ft
Woodward Ave

27.4 sq ft
Emmonds

Total of 54.8 sq ft

Customer:	
Company:	
Address:	
City:	State/ZIP:
Phone:	
Fax:	



Brighton Signs by Tomorrow
2150 Pless Rd. Ste. 3A
Brighton, Michigan 48114
810-225-7446
signsbytomorrow.com/brighton

Artist: Creative Dept	Date: 1/8/2015
Folder Location T:\JOBS BY CUSTOMER\US Mattress\Birmingham Location	
File Name: Final Sign Specs.fs	
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MEMORANDUM

Community Development

DATE: January 16, 2015
TO: Design Review Board
FROM: Matthew Baka, Senior Planner
SUBJECT: Design Review – 1137 S. Adams – Lincoln Adams LLC

Zoning: O-2, Office/Commercial

Existing Use: Commercial

Proposal

The applicant proposes to renovate the exterior of the single-story multi-tenant building. The proposal includes new storefront window and doors systems, sealing and painting the existing block, new columns to be applied to the building, recladding the existing canopy and repairing and recladding the cupola. The applicant is also proposing to install a new landscaping bed along the south elevation of the building. The plans as submitted also include proposed changes to the right of way which include the creation of three indented parallel parking spaces. However, **changes to the right of way must be approved by the City Engineer and cannot be approved as a part of a design review.**

Design

The applicant proposes to renovate the existing façade of the building. New black anodized aluminum storefront glass and glazing will replace the existing doors and windows. The brick masonry will be sealed and repainted a neutral sage color. The columns along the west and south sides of the building will be clad with a new masonry base at each column and a new detailed, boxed out millwork package will be installed on each. The existing cupola tower will be repaired and re-clad with new trim and millwork. The applicant is proposing to add two additional bay windows at each end of the south elevation and a new doorway system with sidelights and transom windows at the south end of the east elevation. In addition, the applicant is proposing to install a new section of canopy over the entrance on the south elevation of the building with a surface mounted fascia design that will match the canopy extending west and connecting to the existing canopy. **The applicant will provide material samples at the meeting.**

Landscaping

The applicant is proposing a new landscaping bed along the south elevation of the building that will measure 5' x 60'. The bed will be planted with a mixture of Dense Yews, Green Jem Boxwoods and Red Baron Crabtrees.

Signage

The existing signage on the building will be removed during the renovation and then reinstalled in the same locations.

Illumination

The applicant is not proposing any new lighting at this time.

Design Recommendation

When reviewing the project against the standards of Section 126-514 of the City of Birmingham Zoning Ordinance, staff makes the following observations:

1. The appearance color and texture of materials being used will likely preserve and not adversely affect property values in the immediate neighborhood. *The overall design is not likely to adversely affect property values.*
2. The appearance of the building exterior will not detract from the general harmony of and is compatible with other buildings already existing in the immediate neighborhood. *The overall design elements **will not** detract from the harmony and appeal of the **other buildings on S. Adams**. The proposed design is compatible with the surrounding building façades.*
3. The appearance of the building exterior will not be garish or otherwise offensive to the sense of sight. *The proposed design elements are not garish or offensive to the sense of sight.*

Sign Recommendation

In accordance with Section 86, Article 2, 2.02 (c) of the City of Birmingham Sign Ordinance, Planning Division Sign review approval shall be granted only upon determining the following:

1. The scale, color, texture and materials of the sign being used will identify the business succinctly, and will enhance the building on which it is located, as well as the immediate neighborhood.
2. The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located, as well as neighboring buildings.
3. The appearance of the building exterior with the signage will preserve or enhance, and not adversely impact, the property values in the immediate neighborhood.
4. The sign is neither confusing nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety.
5. The sign is consistent with the intent of the Master Plan, Urban Design Plan(s), and/or Downtown Birmingham 2016 Report, as applicable.
6. The sign otherwise meets all requirements of this Chapter.

The Planning Division recommends that the Design Review Board consider a motion to approve the design review application for 1137 S. Adams. The proposal meets the requirements of Section 126-514 of the Zoning Code.

Sample Motion Language

Motion to APPROVE the design review application for 1137 S. Adams, provided the applicant meet(s) the following condition(s):

1. Any changes to the right of way must be approved by the City Engineer.

OR

Motion to TABLE the design review application for 1137 S. Adams. The applicant must provide the following items:

- 1.

OR

Motion to DENY the design review application for 1137 S. Adams. The proposal does not meet the requirements of section 126-514 of the Zoning Code.

Sec. 126-514. Duties of Design Review Board.

The Design Review Board shall review all documents submitted pursuant to this section determining the facts given in this section.

- (1) All of the materials required by this section have been submitted for review.
- (2) All provisions of chapter 126 of this Code have been complied with.
- (3) The appearance, color, texture and materials being used will preserve property values in the immediate neighborhood and will not adversely affect any property values.
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- (6) The appearance of the building exterior will tend to minimize or prevent discordant and unsightly properties in the city.
- (7) The total design, including but not limited to colors and materials of all walls, screens, towers, openings, windows, lighting and signs, as well as treatment to be utilized in concealing any exposed mechanical and electrical equipment, is compatible with the intent of the urban design plan or such future modifications of that plan as may be approved by the city commission.

(Code 1963, § 5.192(4))

Article 2, 2.20. Sign review

(b) Restrictions.

- (1) The Historic District Commission, Design Review Board or Planning Board may impose restrictions on the size, placement and appearance of signs in addition to those requirements set forth by this ordinance.
- (2) The Historic District Commission, Design Review Board or Planning Board shall not allow the alteration or construction of any sign which would violate the requirements of this ordinance.