

**AGENDA**  
**BIRMINGHAM DESIGN REVIEW BOARD MEETING**  
**MUNICIPAL BUILDING-COMMISSION ROOM-151 MARTIN STREET**  
**WEDNESDAY – March 19, 2014**  
**\*\*\*\*\* 7:00 PM\*\*\*\*\***

- 1) **Roll Call**
- 2) **Approval of the DRB Minutes of February 19, 2014**
- 3) **Review Without Presentation**
- 4) **Sign Review**
  - 588 N. Old Woodward – Birmingham Wine
  - 550 W. Merrill – Conifer Holdings, Inc.
  - 700 Forest – Industri Advertising
- 5) **Design and Sign Review**
- 6) **Short Term Projects**
- 7) **Miscellaneous Business and Communication**
  - A. Staff Reports
    - **Administrative Approvals**
    - Violation Notices
  - B. Communications
    - Commissioners Comments
- 8) **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.**

**DESIGN REVIEW BOARD  
MINUTES OF FEBRUARY 19, 2014**  
Municipal Building Commission Room  
151 Martin, Birmingham, Michigan

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Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, February 19, 2014. Acting Chairperson Shelli Weisberg called the meeting to order at 8:10 p.m.

**Present:** Acting Chairperson Shelli Weisberg; Board Members Mark Coir, Natalia Dukas, Darlene Gehringer, Michael Willoughby

**Absent:** Chairman John Henke; Vice Chairman Keith Deyer

**Administration:** Sheila Bashiri, City Planner  
Carole Salutes, Recording Secretary

Acting Chairperson Weisberg offered petitioners the opportunity to postpone to the next meeting when a full board might be present, but everyone wished to go forward this evening.

**02-12-14**

**APPROVAL OF MINUTES  
DRB Minutes of February 5, 2014**

**Motion by Ms. Gehringer  
Seconded by Mr. Coir to approve the DRB Minutes of February 5, 2014 as submitted.**

**Motion carried, 5-0.**

**VOICE VOTE**

Yeas: Gehringer, Coir, Dukas, Weisberg, Willoughby

Nays: None

Absent: Deyer, Henke

**02-13-14**

**SIGN REVIEW  
880 S. Old Woodward Ave.  
Berkshire Hathaway-HWWB Realtors**

Zoning: B-2B General Business

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Proposal: The applicant proposes to replace three existing name letter signs on a two-tenant, two-story building. This application was reviewed at the January 15, and February 5, 2014 DRB meetings. Both meetings had only four board members in attendance and had varying results in regards to the design of the sign and its appropriateness to the building. The applicant was allowed to submit a mock-up sign plan to the Planning Division for administrative approval and if the color changes were not approved, the hearing was to be postponed to the next DRB meeting. The applicant submitted the revised colors but they could not be administratively approved, so the applicant returns to request that the board review the same revised sign proposal.

At the February 5 meeting the DRB had questions regarding the sign colors, the material, and how it would work with the building. The proposal was postponed and the DRB requested that the applicant consider submitting alternative designs for the sign along with paint and material samples. The same design that was submitted at the last meeting has been submitted once again without any alternatives.

The building is white masonry with Kelly Green first-story awnings and muted green panels at the entrance, and above and below the second-story windows. **The Planning Division has determined that the proposed sign is not compatible with the building design. While the north and south elevation signs may work with the building design and color, the S. Old Woodward Ave. elevation does not.** It does not enhance the building and is somewhat overwhelming to the building. The applicant has indicated that the only sign that can be used is the one that has been presented.

Signage: The applicant proposes to install three wall signs. The total linear building frontage is 185 ft., permitting 185 sq. ft. of sign area. The proposed east elevation sign will be 48 sq. ft. The proposed north and south elevation signs will measure 30 sq. ft. each. The total of proposed signage is 108 sq. ft., in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that states for all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. for each linear foot of principal building frontage.

The proposed wall signs will be mounted 10 ft. above grade on the east elevation, and 9 ft. 4 in. above grade on the north and south elevations. This meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that mandates wall signs projecting more than 3 in. from the building facade shall not be attached to the outer wall at a height of less than 8 ft above a public sidewalk.

All of the proposed wall signs will be constructed of 1 ½ in. thick capsule-shaped High Density Urethane with computer carved lettering and an acrylic polyurethane enamel finish. On the left side of the sign, letters reading "Berkshire

Hathaway Home Services” will be Cream (PMS 9143) on a Cabernet (PMS 7659) background. On the right side of the sign, letters reading “HWWB, Realtors” will be Cabernet on a Cream background. The proposed signs will be stud-mounted to the wall with 1 ½ in. stand-offs.

Illumination:

The applicant will use the existing black gooseneck lamps.

**The Planning Division recommends that the DRB deny the sign application for 880 S. Old Woodward Ave. The proposal does not meet the requirements of section 126-514 of the Zoning Code.**

Ms. Bashiri noted the applicant has submitted a sample of the materials in the original proposed colors. It was discovered that the Cabernet side of the sample sign has recessed rather than raised letters. Ms. Bashiri found various designs for the sign and sent them to the applicant, but they have not prepared alternatives and still wish to go forward with their original proposal.

Mr. Jerry Burke, an owner of Berkshire Hathaway, said they have a temporary two-tone sign on the building and he has received plenty of compliments on it. Further discussion discovered there has been no permit pulled for the temporary sign and it is illegal.

Mr. Jonathan Townsend with Townsend Signs said the raised and etched letters as depicted on the sample differentiate between the two companies.

Ms. Gehringer said she would like to see a rectangular shaped sign. Mr. Coir was okay with the two colors. Ms. Dukas agreed it is not a particularly great sign for the building. It doesn't fit. Mr. Willoughby was happy with the two colors. He took his pen and made the sign straight and aligned it with the opening. Acting Chairperson Weisberg did not have a problem with the sign and thought the idea of squaring it off is a good one.

**Motion by Mr. Willoughby**

**Seconded by Mr. Coir to approve the submittal for 880 S. Old Woodward Ave., Berkshire Hathaway-HWWB Realtors, with the understanding that the Cabernet side has recessed Cream letters and the Cream side has raised Cabernet letters. The ends would not be round but would be vertical and they would align at the front with the storefront opening with the glass and the marble separating. The south and north elevation signs will also be rectangles that match the front. A permit is required for a temporary sign.**

There were no comments from the audience at 8:32 p.m.

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Willoughby, Coir, Dukas, Gehringer, Weisberg

Nays: None

Absent: Deyer, Henke

**02-14-14**

**DESIGN AND SIGN REVIEW**

**33757 Woodward Ave.**

**Shawarma Kingdom**

Zoning: B-2B General Business

Proposal: The applicant proposes to install a side elevation window, paint the building, and install two wall signs on a one-story, single tenant building. The building is the former location of How About Lunch. The DRB approved signage for the Pita Stop at the October 16, 2013 meeting and soon after, the new owner decided to change the name to Shawarma Kingdom.

Design: On the north elevation, the applicant proposes to remove an area of existing wall and install a window. The proposed window will measure 73.5 in. w x 48.5 in. h. The proposed window will be double pain Low E glass by Marvin. It will be mounted in an extruded aluminum clad wood frame, painted Sherwood Forest (Behr PP Ultra Flat Matte). **Because the building is located on the lot line, the proposed window glass must be fire-rated.** The applicant proposes to paint the building Riviera Beach (Behr PP Ultra Flat Matte) and the roof and window frames Sherwood Green (Behr PP Ultra Flat Matte).

Signage: The applicant proposes to install two wall signs. The total linear building frontage is 16 ft. 8 in., permitting 25 sq. ft. of sign area. The proposed **Woodward wall sign** will measure 14.7 sq. ft. The proposed **North side elevation wall sign** will measure 7.55 sq. ft. The combined total of both signs will be 22.2 sq. ft., in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that states for all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. (1.5 square feet for addresses on Woodward Ave.) for each linear foot of principal building frontage.

The wall sign is proposed to be mounted over 9.5 ft. above grade which meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs that project more than 3 in. from the building facade shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk.

The proposed wall sign background will be constructed of 6mm Alupalite with a digitally printed vinyl face. On **Woodward Ave.**, Red PVC letters reading "Shawarma Kingdom" will be ½ in. thick and 8 in. in height. On the **North side**

**elevation**, Red PVC letters reading “Middle Eastern Cuisine” will be ½ in. thick and 6.5 in. in height. On each end of both of the proposed signs will be a digital image depicting a Shawarma. The proposed signs will be mounted to the background with ½ in. spacers, and the background will be mounted to the building with 2.5 in. lag screws into studs.

**Illumination:** No illumination is proposed at this time.

Board members considered that if the shingles are painted the paint might fall off pretty quickly. Mr. George Zahka, the business owner, indicated he has consulted with paint company professionals and they said a special paint will hold between five and seven years. He questioned the need for a fire rated window. Ms. Bashiri advised him to speak with the Asst. Building Official with respect to the fire rating.

Board members were generally in favor of the colors. Ms. Bashiri said the proposed signage meets the Ordinance requirements as far as size. The signs are digitally printed with raised letters. Ms. Phyllis Sherwin from Signs and Designs said the picture will not be raised. Acting Chairperson Weisberg indicated she is not a fan of pictures on signs. Mr. Willoughby and Mr. Coir agreed. Mr. Zahka spoke in favor of keeping the shawarma pictures on the sign.

Ms. Gehringer offered an alternative. In each picture window the applicant could put maximum 3 ft. by 6 ft. picture of a shwarma because he is allowed up to 18 sq. ft. per window. Ms. Sherwin thought they could place a picture on the wall to the left of the door. Ms. Bashiri said it must stay within the allowable signage for the building and be no more that 3” in depth.

**Motion by Ms. Gehringer**

**Seconded by Mr. Coir to approve the Design and Sign Review Application for 33757 Woodward Ave., Shawarma Kingdom, provided the following conditions are met:**

- **The size and placement of the window;**
- **The colors are approved; Riviera Beach (Behr PP Ultra Flat Matte) and the trim and shingles on the awning will be Sherwood Green (Behr PP Ultra Flat Matte);**
- **The signage will be Shawarma Kingdom without the pictures on both the east side front of the building and on the north side of the building; and**
- **The sign by the door will be a digital print of the shawarma itself to be administratively approved.**

At 8:54 p.m. there was no one in the audience to speak.

**Motion carried, 5-0.**

**VOICE VOTE**

Yeas: Gehringer, Coir, Dukas, Weisberg, Willoughby

Nays: None

Absent: Deyer, Henke

Mr. Zahka said he hopes to open in April.

**02-15-14**

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals

- 111 Willits, Willits Bldg - Replace front building doors with the exact same door, handles, ect. Only change is going from light brass finish to dark bronze to match trim.
- 555 S. Old Woodward Ave., Pete's Body Shop - Sign face replacement.

-- Violation Notices (none)

**B. Communications**

-- Commissioners' Comments

**02-16-14**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 8:56 p.m.

Sheila Bashiri  
City Planner

**MEMORANDUM**

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**Date:** March 13, 2014  
**To:** Design Review Board Members  
**From:** Sheila Bashiri, City Planner  
**RE:** Sign Review – 588 N. Old Woodward – Birmingham Wine

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**Zoning:** O-2, Office Commercial

**Existing Use:** Vacant

**Proposal**

The applicant proposes to add signage to a one-story, two-tenant building. The building is located next to the Birmingham Farmer's Market. The applicant is seeking to add signage to the front and the side (North) elevations of the building. There is a parking lot on the north side elevation and a tenant at the rear of the building. The applicant is also seeking to have the portion of the side (North) that is occupied by the tenant, designated as the principal building frontage for the purposes of signage. *In accordance with Article 3, 3.02, Definitions-*

***Building Frontage, Principal (PBF):** The width of the building on the side where the primary entrance to the business is located, which may or may not front a street. The Historic District Commission, Design Review Board or Planning Board may designate an alternate horizontal building width as the principal building frontage for signage purposes.*

**Signage**

The applicant proposes to install two wall signs. The total linear north elevation building frontage is 65', permitting 65 square feet of sign area. The proposed **front** sign will measure 22" h x 9' 6" w or 17.6 square feet. The proposed **side** sign will measure 22" h x 64" w or 9.8 square feet. The total combined area of both signs will be 27.4 sq. ft. *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 meets this requirement.*** The wall signs are proposed to be mounted 9' 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 wall signs will be constructed of Gloss White acrylic letters on matt Black Alupanel. On the **front** elevation, letters reading "Birmingham Wine" will be ½" thick and 9" in height. Beneath, smaller letters will read "At the Market" .

On the **side** elevation, stacked letters reading "Birmingham Wine" will be ½" thick and 5" in height. The sign will be mounted to the building with screws through ½" spacers.

**Illumination**

No Illumination is proposed at this time.



### **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 sign review application for 588 N. Old Woodward.

### **Sample Motion Language**

Motion to APPROVE the sign review application for 588 N. Old Woodward. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the sign review application for 588 N. Old Woodward, provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the sign review application for 588 N. Old Woodward. The applicant must provide the following items:

- 1.

OR

Motion to DENY the sign review application for 588 N. Old 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: 588 N. Old Woodward  
 Current Zoning: O-2, Office -Commercial  
 Sign Copy: Birmingham Wine at the Market

	Required	Proposed	Review
Maximum Area	<input type="checkbox"/> Woodward – 1.5 square feet per linear foot. <input checked="" type="checkbox"/> Other – 1 square foot per linear foot 65' Total Linear Street Frontage	Front Sign height: 22" Sign width: 9.6' Total sign area: 17.6 sq. ft.  Side Sign Height: 22" Sign width: 64" Total Sign Area: 9.8 sq. ft.  Total Combined Area: 27.4 sq. ft.	<b>Meets requirements</b>
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 type="checkbox"/> Woodward – 4' <input checked="" type="checkbox"/> Other – 3'	Front Sign height: 22"  Side Sign height: 22"	<b>Meets requirements</b>
Other Sign measurements	<ul style="list-style-type: none"> <li>• Logos/design elements may be greater than 3' in height subject to approval</li> <li>• Thickness = 9" maximum</li> <li>• Height from grade = 8' sidewalk if over 3" thick</li> <li>• Height from grade – 15' alley, etc.</li> </ul>	Logo height: N/A  Sign Thickness: 1/2"  Sign Height above grade: 9'	<b>Meets requirements</b>
Illumination	<input checked="" type="checkbox"/> Non-historic District <ul style="list-style-type: none"> <li>• Steady light only</li> <li>• No exposed neon</li> <li>• B1 Zone – 10:00pm or ½ Hour after close of Business</li> <li>• Adj. residential – no side or rear lights</li> </ul> <input type="checkbox"/> Historic District <ul style="list-style-type: none"> <li>• As listed above</li> </ul>	N/A	<b>N/A</b>

	<ul style="list-style-type: none"> <li>• Halo backlighting</li> <li>• Exterior light fixtures</li> <li>• No internal illumination</li> </ul>		
# Allowed	<input checked="" type="checkbox"/> Principal Wall Sign <ul style="list-style-type: none"> <li>• 1 street = 1 sign</li> <li>• 2 streets = 2 identical sign</li> <li>• 3 + streets = each frontage</li> <li>• All above can not exceed maximum sign area for building</li> </ul> <input checked="" type="checkbox"/> Wall / Name Letter Sign <ul style="list-style-type: none"> <li>• Limited by area per frontage</li> </ul>	One Street = One Principal Sign  One general wall sign	<b>Meets requirements</b>

Reviewed by: Sheila Bashiri  
Date: March 13, 2014

**MEMORANDUM**

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**Date:** March 7, 2014  
**To:** Design Review Board Members  
**From:** Sheila Bashiri, City Planner  
**RE:** Sign Review – 550 W. Merrill – Conifer Holdings

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**Zoning:** R-8, Multiple Family Residential

**Existing Use:** Commercial Office

**Proposal**

The applicant proposes to add signage to a two-story, multi-tenant building. The building is the former location of the Birmingham School Board Building. The lower level of the building, which has been enclosed, was previously the parking garage. The proposed sign will be located on the sign band above the first-story, and the applicant has been granted naming rights for the building. The proposed signage will be located on the Martin Street elevation, across from the Chester Street Parking Garage.

**Signage**

The applicant proposes to install a name letter sign. The total linear building frontage is 60', permitting 60 square feet of sign area. The proposed name letter sign will measure 20.5" h x 15.5' w or 25.4 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 meets this requirement.** The wall sign is proposed to be mounted 17.7' 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 name letter sign and logo will be constructed of aluminum. White channel letters reading "Conifer" will be 2" thick and 13" in height. The letters will be mounted on a green (PMS 555c) backer cabinet measuring 20.5" h x 12.33" w x 2.5" deep.

The "Pine Tree" logo will be located left of the sign. The green tree shape will be 1/2" thick and 12.4" in height and it will be mounted on a 17" white "C" and 15.8" white "Circle" with 3/4" stand-offs. The white background will be mounted on a 20.5" dia. round green backer cabinet with 3/4" stand-offs. Both the sign and logo backer cabinet will be flush mounted to the building.

**Illumination**

The applicant proposes to illuminate the sign with white LED halo backlighting. The proposed logo will not be illuminated.

**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 sign review application for 550 W. Merrill.

**Sample Motion Language**

Motion to APPROVE the sign review application for 550 W. Merrill. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the sign review application for 550 W. Merrill, provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the sign review application for 550 W. Merrill. The applicant must provide the following items:

- 1.

OR

Motion to DENY the sign review application for 550 W. Merrill. 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: 550 W. Merrill  
 Current Zoning: R-8, Multiple Family Residential  
 Sign Copy: Conifer Holdings

	Required	Proposed	Review
Maximum Area	<input type="checkbox"/> Woodward – 1.5 square feet per linear foot. <input checked="" type="checkbox"/> Other – 1 square foot per linear foot 60' Total Linear Street Frontage	Sign height: 20.5" Sign width: 14.9' Total sign area: 25.4 sq. ft.	<b>Meets requirements</b>
Maximum Height	<input checked="" type="checkbox"/> Name Letter Sign <input type="checkbox"/> Woodward – 3' <input checked="" type="checkbox"/> Other – 2' <input type="checkbox"/> Wall Sign <input type="checkbox"/> Woodward – 4' <input type="checkbox"/> Other – 3'	Sign height: 20.5	<b>Meets requirements</b>
Other Sign measurements	<ul style="list-style-type: none"> <li>Logos/design elements may be greater than 3' in height subject to approval</li> <li>Thickness = 9" maximum</li> <li>Height from grade = 8' sidewalk if over 3" thick</li> <li>Height from grade – 15' alley, etc.</li> </ul>	Logo height: 20.5" Sign Thickness: 6" Sign Height above grade: 17.7'	<b>Meets requirements</b>
Illumination	<input checked="" type="checkbox"/> Non-historic District <ul style="list-style-type: none"> <li>Steady light only</li> <li>No exposed neon</li> <li>B1 Zone – 10:00pm or ½ Hour after close of Business</li> <li>Adj. residential – no side or rear lights</li> </ul> <input type="checkbox"/> Historic District <ul style="list-style-type: none"> <li>As listed above</li> <li>Halo backlighting</li> <li>Exterior light fixtures</li> <li>No internal illumination</li> </ul>	Halo Backlighting	<b>Meets requirements</b>
# Allowed	<input checked="" type="checkbox"/> Principal Wall Sign <ul style="list-style-type: none"> <li>1 street = 1 sign</li> <li>2 streets = 2 identical sign</li> <li>3 + streets = each frontage</li> </ul>	One Street = One Sign	<b>Meets requirements</b>



	<ul style="list-style-type: none"><li>• All above can not exceed maximum sign area for building</li></ul> <input type="checkbox"/> Wall / Name Letter Sign <ul style="list-style-type: none"><li>• Limited by area per frontage</li></ul>		
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Reviewed by: Sheila Bashiri

Date: March 7, 2014

MEMORANDUM

Date: March 6, 2014
To: Design Review Board Members
From: Sheila Bashiri – City Planner
RE: Sign Review – 700 Forest – Industri Advertising

Zoning: MU-5 mixed use

Existing Use: Office

Proposal

The applicant proposes to install two signs on a two-story single tenant building. The applicant proposes to install a name letter sign on the canopy on the front (north) elevation of the building, and a building identification sign on the south elevation. The rear elevation has a parking lot, and is visible from Chestnut Street. In accordance with Article 1, section 1.05,(K), (4)b. Building identification signs may be permitted on multi-tenant retail buildings with frontage on 2 or more streets, provided that the total signage for the building does not exceed the amount provided for in Section 1.04B: Combined Sign Area by more than 25%. The proposal meets this requirement.

Signage

The applicant proposes to install two name letter signs. The total linear building frontage is 67' 4", permitting 67.33 square feet of sign area. The proposed front elevation sign will measure 18" h x 9' 2 1/8" w or 13.8 square feet. The proposed rear elevation sign will measure 10" h x 9' 2 1/8" w or 6.81 square feet. The total combined area for both signs will be 20.6 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 meets this requirement.

The front elevation name letter sign is proposed to be mounted to the top of the existing canopy which is at least 8' above grade. The rear elevation sign is proposed to be mounted 21' 5" above grade. In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs 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 Sidewalk. The proposal meets this requirement.

The proposed signs will be constructed of brushed aluminum. On the front elevation, letters reading "Industri" will be 1 1/2" thick and 10" in height. Beneath, 4" high letters reading "Advertising", will be cut out of a 3/8 thick x 6" h sheet of brushed aluminum. The letters reading "Industri" will be mounted to a 1 1/2" metal plate which will be bolted to the top of the existing canopy. The letters reading "advertising" will be pinned off 1" from the front of the canopy valance.

On the rear elevation, brushed aluminum letters reading "Industri" will be 1 1/2" thick and 10" in height. The proposed letters will be pinned off 1" from the building with appropriate non-corrosive fasteners.

**Illumination**

No illumination is proposed

**Recommendation**

When reviewing the project against the standards of Article 02, Section 2.02, C of the City of Birmingham Sign Ordinance, Planning Division makes the following observations:

- 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. *The sign will enhance the building and the adjacent businesses.*
- 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. *The sign will be compatible with the building and the neighboring businesses.*
- 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. *The signage will not adversely impact the property values of the neighborhood.*

The Planning Division recommends that the Commission consider a motion to **approve** the sign review application for 700 Forest.

**Sample Motion Language**

Motion to APPROVE the sign review application for 700 Forest. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the sign review application for 700 Forest, provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the sign review application for 700 Forest. The applicant must provide the following the following items:

- 1.

OR

Motion to DENY the sign review application for 700 Forest. The proposal does not meet the requirements of section 126-514 of the Zoning Code.

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

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

**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.

**(c) Requirements. Sign review approval shall be granted only upon determining the following:**

- (1) The scale, color, texture and materials of the sign(s) 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(s) 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.
- (Ord. No. 1718, 11-22-99)



## Sign Ordinance Requirements – Name Letter/Wall Signs Planning Division

Property Address: 700 Forest  
 Current Zoning: MU-5 Mixed Use  
 Sign Copy: Industi Advertising

	Required	Proposed	Review
Maximum Area	<input type="checkbox"/> Woodward – 1.5 square feet per linear foot. <input checked="" type="checkbox"/> Other – 1 square foot per linear foot 67' 4" Total Linear Street Frontage	Front Sign height: 18" Sign width: 8' 2 1/8" Total sign area: 13.8 Sq. ft.  Rear Sign height: 10" Sign width: 8' 2 1/8" Total sign area: 6.8 sq. ft.  Combined Total area: 20.6 Sq. Ft.	<b>Meets requirements</b>
Maximum Height	<input checked="" type="checkbox"/> Name Letter Sign <input type="checkbox"/> Woodward – 3' <input checked="" type="checkbox"/> Other – 2' <input type="checkbox"/> Wall Sign <input type="checkbox"/> Woodward – 4' <input type="checkbox"/> Other – 3'	Front Sign height: 18"	<b>Meets requirements</b>
Other Sign measurements	<ul style="list-style-type: none"> <li>Logos/design elements may be greater than 3' in height subject to approval</li> <li>Thickness = 9" maximum</li> <li>Height from grade = 8' sidewalk if over 3" thick</li> <li>Height from grade – 15' alley, etc.</li> </ul>	Logo height: N/A  Sign Thickness: 1 1/2"  Front Sign Height above grade: 8' 2"  Rear Sign Height above grade: 21' 2"	<b>Meets requirements</b>
Illumination	<input checked="" type="checkbox"/> Non-historic District <ul style="list-style-type: none"> <li>Steady light only</li> <li>No exposed neon</li> <li>B1 Zone – 10:00pm or ½ Hour after close of Business</li> <li>Adj. residential – no side or rear lights</li> </ul> <input type="checkbox"/> Historic District <ul style="list-style-type: none"> <li>As listed above</li> <li>Halo backlighting</li> </ul>	N/A	<b>N/A</b>

	<ul style="list-style-type: none"> <li>• Exterior light fixtures</li> <li>• No internal illumination</li> </ul>		
# Allowed	<input checked="" type="checkbox"/> Principal Wall Sign <ul style="list-style-type: none"> <li>• 1 street = 1 sign</li> <li>• 2 streets = 2 identical sign</li> <li>• 3 + streets = each frontage</li> <li>• All above can not exceed maximum sign area for building</li> </ul> <input checked="" type="checkbox"/> Wall / Name Letter Sign <ul style="list-style-type: none"> <li>• Limited by area per frontage</li> </ul>	One Street = One Principal Sign  One general Sign (Rear)	<b>Meets requirements</b>

Reviewed by: Sheila Bashiri

Date: March 6, 2014

JAAD14-0003  
PA14-0010



ALL APPROVED  
14-006 2/19/14  
Sheik Bushiri DAB

# Administrative Approval Application

## Planning Division

Form will not be processed until it is completely filled out

### 1. Applicant (ANETA SANDISON 40)

Name: DRS. VANKER AND SAAD LLC  
Address: 837 FOREST AVE.  
BIRMINGHAM, MI 48009  
Phone Number: 248-646-3515  
Fax Number: 248-646-1952  
Email: vankersaad@comcast.net

### Property Owner

Name: DAVID VANKER & ALI SAAD  
Address: 837 FOREST AVE.  
BIRMINGHAM, MI 48009  
Phone Number: 248-646-3515  
Fax Number: 248-646-1952  
Email: vankersaad@comcast.net

### 2. Applicant's ~~Attorney~~ Contact Person

Name: ANETA SANDISON - MGR  
Address: same as above  
Phone Number: 248-646-3515  
Fax Number: 248-646-1952  
Email: aneta8304@gmail.com

### Project Designer

Name: KIAL DAGHER - DAGHER  
Address: 25305 W. Warren  
Dearborn Heights, MI 48127  
Phone Number: 313-789-9555  
Fax Number: \_\_\_\_\_  
Email: kat@daghergraphics.com

### 3. Project Information

Address/Location of Property: 837 FOREST AVE  
BIRMINGHAM, MI 48009  
Name of Development: DRS. VANKER & SAAD  
Parcel ID #: \_\_\_\_\_  
Current Use: DENTAL PRACTICE  
Area in Acres: N/A  
Current Zoning: N/A

Name of Historic District site is in, if any: \_\_\_\_\_  
Date of HDC Approval, if any: \_\_\_\_\_  
Date of Application for Preliminary Site Plan: \_\_\_\_\_  
Date of Preliminary Site Plan Approval: \_\_\_\_\_  
Date of Application for Final Site Plan: \_\_\_\_\_  
Date of Final Site Plan Approval: \_\_\_\_\_  
Date of Revised Final Site Plan Approval: \_\_\_\_\_

### 4. Attachments

- Warranty Deed with legal description of property
- Authorization from Owner(s) (if applicant is not owner)
- Completed Checklist
- Six (6) folded copies of plans including an itemized list of all changes for which administrative approval is requested, with the changes marked in color on all elevations

### 5. Details of the Request for Administrative Approval

Changing / updating Signage on Front + Back  
of Buildings

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: David Vanker / Ali Saad Date: 2/12/14

Application #: 14-006 Office Use Only Date Received: 2/18/2014 Fee: 100.00  
Date of Approval: 2/19/14 Date of Denial: \_\_\_\_\_ Reviewed by: Sheik Bushiri DAB



00105012

CITY OF BIRMINGHAM  
Date 02/20/2014 1:48:47 PM  
Ref 00105012  
Receipt 187205  
Amount \$100.00



APPROVED  
14-011 3/13/14  
Shik Toshim

# Administrative Approval Application Planning Division

Form will not be processed until it is completely filled out

### 1. Applicant

Name: JACQUELINE POLL  
Address: 535 HARMON  
BIRMINGHAM MI 48009  
Phone Number: 248 217 2637  
Fax Number:  
Email:

### Property Owner

Name: JACQUELINE POLL  
Address: 535 HARMON  
BIRMINGHAM MI 48009  
Phone Number: 248 217 2637  
Fax Number:  
Email:

### 2. Applicant's Attorney/Contact Person

Name: STEVE REYNOLDS / UPSIDE WINDOWS  
Address: 2700 W. TROY RD DR  
TAYLOR MI 48180  
Phone Number: 313 292 4400  
Fax Number: 313 292 4505  
Email:

### Project Designer

Name:  
Address:  
Phone Number:  
Fax Number:  
Email:

RECEIVED  
MAR 10 2014  
CITY OF BIRMINGHAM  
COMMUNITY DEVELOPMENT DEPARTMENT

### 3. Project Information

Address/Location of Property: 535 HARMON  
BIRMINGHAM MI 48009  
Name of Development: HICKORY HILLS (CONDO'S)  
Parcel ID #:  
Current Use:  
Area in Acres:  
Current Zoning:

Name of Historic District site is in, if any:  
Date of HDC Approval, if any:  
Date of Application for Preliminary Site Plan:  
Date of Preliminary Site Plan Approval:  
Date of Application for Final Site Plan:  
Date of Final Site Plan Approval:  
Date of Revised Final Site Plan Approval:

### 4. Attachments

- Warranty Deed with legal description of property
- Authorization from Owner(s) (if applicant is not owner)
- Completed Checklist
- Six (6) folded copies of plans including an itemized list of all changes for which administrative approval is requested, with the changes marked in color on all elevations

### 5. Details of the Request for Administrative Approval

REPLACEMENT WINDOWS STYLE FOR STYLE

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: Jacqueline Poll Date: 3-6-2014

Application #: <u>14-011</u>	Office Use Only Date Received: <u>3-10-14</u>	Fee: <u>100.00</u>
Date of Approval: <u>3/13/14</u>	Date of Denial: _____	Reviewed by: <u>Shik Toshim</u>

Same for Same



# Administrative Approval Application Planning Division

Form will not be processed until it is completely filled out

APPROVED  
14-007-221-14  
Sheila Parker DDB

### 1. Applicant

Name: Scott & Miller Inc  
Address: 76 Vernier Rd  
Grosse Pt Shores MI 48236  
Phone Number: 586 447 2060  
Fax Number: \_\_\_\_\_  
Email: ScottandMiller09@aol.com

### Property Owner

Name: Andrew Sulich & Shawn Sulich  
Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Email: \_\_\_\_\_

### 2. Applicant's Attorney/Contact Person

Name: John P Miller Jr  
Address: 76 Vernier R  
Grosse Pt Shores MI 48236  
Phone Number: 586 506 3125  
Fax Number: \_\_\_\_\_  
Email: Scott and Miller 09@aol.com

### Project Designer

Name: Scott and Miller Inc  
Address: 76 Vernier Rd  
Grosse Pt Shores MI 48236  
Phone Number: 586 447 2060  
Fax Number: \_\_\_\_\_  
Email: ScottandMiller09@aol.com

RECEIVED  
CITY OF BIRMINGHAM  
COMMUNITY DEVELOPMENT DEPARTMENT

### 3. Project Information

Address/Location of Property: 1689 Astor  
Birmingham  
Name of Development: \_\_\_\_\_  
Parcel ID #: \_\_\_\_\_  
Current Use: \_\_\_\_\_  
Area in Acres: \_\_\_\_\_  
Current Zoning: \_\_\_\_\_

Name of Historic District site is in, if any: \_\_\_\_\_  
Date of MDC Approval, if any: \_\_\_\_\_  
Date of Application for Preliminary Site Plan: \_\_\_\_\_  
Date of Preliminary Site Plan Approval: \_\_\_\_\_  
Date of Application for Final Site Plan: \_\_\_\_\_  
Date of Final Site Plan Approval: \_\_\_\_\_  
Date of Revised Final Site Plan Approval: \_\_\_\_\_

### 4. Attachments

- Warranty Deed with legal description of property
- Authorization from Owner(s) (if applicant is not owner)
- Completed Checklist
- Six (6) folded copies of plans including an itemized list of all changes for which administrative approval is requested, with the changes marked in color on all elevations

### 5. Details of the Request for Administrative Approval

Egress window

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Application #: <u>14-007</u>	Office Use Only Date Received: <u>2-17-14</u>	Fee: <u>1000.-</u>
Date of Approval: _____	Date of Denial: _____	Reviewed by: <u>Sheila Parker DDB</u>

Window well.  
show pic of existing & proposed

APPROVED  
*J. Miller*

# Administrative Approval Application

## Planning Division

Form will not be processed until it is completely filled out

*pd.*

### 1. Applicant

Name: Dany Homenny  
 Address: 1039 N. Old Washers #4  
Birmingham, MI 48009  
 Phone Number: 248.762.5747  
 Fax Number: N/A  
 Email: DHomenny@gmail.com

### Property Owner

Name: Glenn Wood Terrace  
 Address: ClearView Property Management Services  
P.O. Box 788 Linden, MS 38451  
 Phone Number: 810.458.605  
 Fax Number: 855.288.4551  
 Email: Jr@clearviewmi.com

### 2. Applicant's Attorney/Contact Person

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Fax Number: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Project Designer

Name: Wallsdr Windows  
 Address: 27000 V. Trolley Industrial Dr.  
Laylor, MI 48182  
 Phone Number: 313.292.4400  
 Fax Number: 313.292.4504  
 Email: \_\_\_\_\_

**RECEIVED**  
 FEB 14 2014  
 CITY OF BIRMINGHAM  
 COMMUNITY DEVELOPMENT DEPARTMENT

### 3. Project Information

Address/Location of Property: 1039 N. Old Washers #4  
Birmingham, MI 48009  
 Name of Development: \_\_\_\_\_  
 Parcel ID #: \_\_\_\_\_  
 Current Use: \_\_\_\_\_  
 Area in Acres: \_\_\_\_\_  
 Current Zoning: \_\_\_\_\_

Name of Historic District site is in, if any: \_\_\_\_\_  
 Date of HDC Approval, if any: \_\_\_\_\_  
 Date of Application for Preliminary Site Plan: \_\_\_\_\_  
 Date of Preliminary Site Plan Approval: \_\_\_\_\_  
 Date of Application for Final Site Plan: \_\_\_\_\_  
 Date of Final Site Plan Approval: \_\_\_\_\_  
 Date of Revised Final Site Plan Approval: \_\_\_\_\_

### 4. Attachments

- Warranty Deed with legal description of property
- Authorization from Owner(s) (if applicant is not owner)
- Completed Checklist

- *1 Existing Photo, cut sheet of new window*
- ~~Site plan~~ copies of plans including an itemized list of all changes for which administrative approval is requested, with the changes marked in color on all elevations

### 5. Details of the Request for Administrative Approval

All windows to be installed would be white on both the interior and exterior. There are six windows that are to be replaced in total. Please see the attached contract for details.  
6- windows same size, color upgrading to vinyl.

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: *[Signature]* Date: 1/26/14

Application #: <u>14-010 #PORB</u>	Office Use Only Date Received: <u>2/14/14</u>	Fee: <u>100.</u>
Date of Approval: <u>3/11/14</u>	Date of Denial: _____	Reviewed by: <u><i>[Signature]</i></u>