

**AGENDA**  
**BIRMINGHAM DESIGN REVIEW BOARD MEETING**  
**MUNICIPAL BUILDING-COMMISSION ROOM-151 MARTIN STREET**  
**WEDNESDAY – APRIL 2, 2014**  
**\*\*\*\*\* 7:00 PM\*\*\*\*\***

- 1) **Roll Call**
- 2) **Approval of the DRB Minutes of March 19, 2014**
- 3) **Review Without Presentation**
- 4) **Sign Review**
- 5) **Design and Sign Review**
  - 912 S. Old Woodward – Bridal Couture
- 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 MARCH 19, 2014**  
Municipal Building Commission Room  
151 Martin, Birmingham, Michigan

---

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, March 19, 2014. Chairman John Henke called the meeting to order at 7 p.m.

**Present:** Chairman John Henke; Board Members Mark Coir, Natalia Dukas, Darlene Gehringer, Michael Willoughby; Student Representatives Mitch Boorstein, Cambria Rush

**Absent:** Board Members Vice Chairman Keith Deyer, Shelli Weisberg

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

**03-17-14**

**APPROVAL OF MINUTES  
DRB Minutes of February 19, 2014**

**Motion by Mr. Coir  
Seconded by Ms. Gehringer to approve the DRB Minutes of February 19, 2014 as submitted.**

**Motion carried, 5-0.**

**VOICE VOTE**

Yeas: Coir, Gehringer, Dukas, Henke, Willoughby

Nays: None

Absent: Deyer, Weisberg

**03-18-14**

**SIGN REVIEW  
588 N. Old Woodward Ave.  
Birmingham Wine**

Zoning: O-2 Office Commercial

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 ft., permitting 65 sq. ft. of sign area. The proposed **front sign** will measure 17.6 sq. ft. The proposed **side sign** will measure 9.8 sq. ft. 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 which states that 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 wall signs are proposed to be mounted 9 ft. above grade, meeting 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.

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 in. thick and 9 in. in height. Beneath, smaller letters will read "at the Market." On the **side elevation**, stacked letters reading "Birmingham Wine" will be ½ in. thick and 5 in. in height. The sign will be mounted to the building with screws through ½ in. spacers.

Illumination: No illumination is proposed at this time.

Mr. Ed Bosse, Revolution Signs & Design, spoke for the petitioner. He asked that "at the Market" be vinyl rather than raised lettering. The artwork that is currently on the windows and door will be removed.

**Motion by Mr. Willoughby**

**Seconded by Ms. Dukas to approve the Sign Review Application for 588 N. Old Woodward Ave., Birmingham Wine, as presented.**

There were no public comments on the motion at 7:05 p.m.

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Willoughby, Dukas, Coir, Gehringer, Henke

Nays: None

Absent: Deyer, Weisberg

Mr. Bosse indicated they expect to open in about two weeks.

**03-19-14**

**SIGN REVIEW**

**3550 W. Merrill**

**Conifer Holdings, Inc.**

Zoning: R-8 Multiple-Family Residential

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 St. elevation, across from the Chester St. Parking Garage.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 60 ft., permitting 60 sq. ft. of sign area. The proposed name letter sign will measure 25.4 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 wall sign is proposed to be mounted 17.7 ft. above grade, meeting the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance which states 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 name letter sign and logo will be constructed of aluminum. White channel letters reading "Conifer" will be 2 in. thick and 13 in. in height. The letters will be mounted on a green (PMS 555c) backer cabinet measuring 20.5 in. h x 12.33 in. w x 2.5 in. deep.

The "Pine Tree" logo will be located left of the sign. The green tree shape will be ½ in. thick and 12.4 in. in height and it will be mounted on a 17 in. white "C" and 15.8 in. white "Circle" with ¾ in. stand-offs. The white background will be mounted on a 20.5 in. dia. round green backer cabinet with ¾ in. 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.

Ms. Bashiri commented this is a very small sign compared to the size they are allowed to have.

Mr. Michael Garabaglia from Ideation Signs & Communications said they have been given the signage rights for the entire outer facade. The idea is not to maximize the signage but to make sure that it can be seen from Southfield Rd. Board members thought it is tastefully done and keeps the building clean and uncluttered. A sample color board was passed around.

**Motion by Ms. Gehringer**

**Seconded by Ms. Dukas to approve the Sign Review Application for 550 W. Merrill, Conifer, as presented.**

There were no comments from the public at 7:12 p.m.

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Gehringer, Dukas, Coir, Henke, Willoughby

Nays: None

Absent: Deyer, Weisberg

**03-20-14**

**SIGN REVIEW**

**700 Forest**

**Industri Advertising**

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 St. 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 two 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 ft. 4 in., permitting 67.33 sq. ft. of sign area. The proposed **front elevation sign** will measure 13.8 sq. ft. The proposed **rear elevation sign** will measure 6.81 sq. ft. The total combined area for both signs will be 20.6 sq. ft., which meets the requirement of 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 **front elevation name letter sign** is proposed to be mounted to the top of the existing canopy which is at least 8 ft. above grade. The **rear elevation sign** is proposed to be mounted 21 ft. 5 in. above grade, in accordance with Article 1.0, Table B of the Birmingham Sign Ordinance that states wall signs shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk and at a height of less than 15 ft. above a public alley.

The proposed signs will be constructed of brushed aluminum. On the **front elevation**, letters reading "Industri" will be 1 ½ in. thick and 10 in. in height. Beneath, 4 in. high letters reading "advertising" will be cut out of a ⅜ in. thick x 6 in. h sheet of brushed aluminum. The letters reading "Industri" will be mounted to a 1 ½ in. metal plate which will be bolted to the top of the existing canopy. The letters reading "advertising" will be pinned off 1 in. from the front of the canopy valance.

On the **rear elevation**, brushed aluminum letters reading "Industri" will be 1 ½ in. thick and 10 in. in height. The proposed letters will be pinned off 1 in. from the building with appropriate non-corrosive fasteners.

Illumination: No illumination is proposed.

Ms. Bashiri noted that everything falls within the Ordinance requirements.

Ms. Eavan Yaldo was present from Saroki Architecture on behalf of the tenant and the building owner.

**Motion by Ms. Gehringer  
Seconded by Mr. Coir to approve the Sign Review Application for 700  
Forest, Industri, as proposed.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Gehringer, Coir, Dukas, Henke, Willoughby

Nays: None

Absent: Deyer, Weisberg

03-21-14

## MISCELLANEOUS BUSINESS AND COMMUNICATIONS

### A. Staff Reports

-- Administrative Approvals

- 837 Forest Ave., Drs. Vanker and Saad Dental Practice - Changing/updating signage on front and back of building.
- 535 N. Old Woodward Ave., Hickory Hill Condos - Replacing windows style-for-style.
- 1689 Ashford - Egress window well.
- 1039 N. Old Woodward Ave. - Six new windows, same size, color. Upgrading to vinyl.

-- Violation Notices (none)

**B. Communications**

-- Commissioners' Comments (none)

**03-21-14**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:16 p.m.

Sheila Bashiri  
City Planner

**MEMORANDUM**

---

**Date:** March 21, 2014  
**To:** Design Review Board Members  
**From:** Sheila Bashiri, City Planner  
**RE:** Design and Sign Review – 912 S. Old Woodward – Bridal Couture

---

**Zoning:** B-2B, General Business

**Existing Use:** Vacant

**Proposal**

The applicant proposes to renovate and add signage to a two-story, two-tenant building. The building is located on the corner of S. Old Woodward and Landon, and it is the former location of Re/Max Showcase Homes. The entrance to Kitchens by Richards is located on Landon and the business is at the rear of the building. The applicant, who is also the new owner of the building, is relocating from the current location at 34000 Woodward on the corner of Woodward, Lincoln and Worth.

The entire building is currently clad in wood siding. The applicant proposes to remove the existing wood siding on the first-story of the front elevation to expose the original brick exterior of the building. On the second-story, the wood siding will remain in place because there is frame construction behind it. The wood siding on the one-story rear will also remain due to unknown materials that are beneath it. Any damage to the exposed brick that may result from the removal of the wood siding will be repaired. The newly exposed brick, the remaining wood siding, and the rear cinderblock are proposed to be painted Sensuous Gray (Sherwin Williams, SW7081). The two blue umbrella awnings above the S. Old Woodward and Landon entrances are proposed to be removed as well. The doors of the two entrances are proposed to be painted Web Gray (Sherwin Williams, SW 7075).

The applicant proposes to add detailing by installing a 4 ¼" h crown molding to the top edge of the parapet on the two-story portion of the building on S. Old Woodward and Landon. The proposed crown molding will be constructed from Azek Trim and it will be painted a creamy white (Roman Column, Sherwin Williams, SW7562).

The applicant proposes to add detailing to the S. Old Woodward and Landon storefronts. Azek Trim step-back molding is proposed to be installed on the corners to frame the two-story section of the building and to create the illusion of tall columns. The column at the entrance on the corner of S. Old Woodward and Landon will be wrapped in Azek Trim as well. A new sign band is proposed for the building. Azek Trim step back molding is proposed to be installed above the first-story windows on the S. Old Woodward and Landon elevations. The crown molding, the new sign band, the new trim and all of the window frames on S. Old Woodward and Landon elevations are proposed to be painted a creamy white (Roman Column, Sherwin Williams, SW7562).

**Landscaping**

The applicant proposes to remove the existing pine bushes on the S. Old Woodward elevation and replace them with Knock-Out Everbloom Rose Bushes.



## Signage

The applicant proposes to install two name letter signs. The total linear building frontage is 50' 6", permitting 50.5 square feet of sign area. The wall sign for "Kitchens by Richards" will be removed on the S. Old Woodward elevation. The Landon elevation wall sign for "**Kitchens by Richards**" measures 24" h x 80" w or **13.33 square feet**. The two **proposed name letter signs** will measure 14" h x 12.95' w or **15.1 square feet** per sign. The combined total of the existing and proposed signs will be **43.5 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 10.5' 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 sign letters will be constructed of acrylic with a Medium Bronze finish (PMS 0312). Letters reading "Bridal Couture" will be 3/8" thick and 14" in height. The proposed sign letters will be mounted on the Azek sign band with 3/4" stand-off mounting studs.

**In the future, Kitchens by Richards may propose to place signage on the S. Old Woodward elevation. At that time, a proposal may be submitted to designate the Landon elevation, which is 101' in length, as the principal frontage for the purposes of signage.**

## Illumination

The applicant proposes to illuminate the signs with two light bars. The proposed light bars will measure 13' long by 3.5" h, and will be constructed of white extruded aluminum. The illumination will be from two rows of T8 high efficiency fluorescent bulbs. An existing light fixture above the Landon entrance will remain in place.

## 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. Old 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 912 S. Old Woodward.

### **Sample Motion Language**

Motion to APPROVE the design and sign review application for 912 S. Old Woodward. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the design and sign review application for 912 S. Old Woodward, provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the design and sign review application for 912 S. Old Woodward. The applicant must provide the following items:

- 1.

OR

Motion to DENY the design and sign review application for 912 S. 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: 912 S. Old Woodward  
 Current Zoning: B-2B, General Business  
 Sign Copy: Bridal Couture

	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 50.5' Total Linear Street Frontage	Two Identical Signs Sign height: 14" Sign width: 12.95' Total sign area: 15.1 sq. ft. Total Area both signs: 30.2 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: 14"	<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 1/8" Sign Height above grade: 10.5'	<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>	Exterior Light Bar	<b>Meets requirements</b>
# Allowed	<input checked="" type="checkbox"/> Principal Wall Sign <ul style="list-style-type: none"> <li>• 1 street = 1 sign</li> </ul>	Two Streets = Two identical signs	<b>Meets requirements</b>

	<ul style="list-style-type: none"><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 type="checkbox"/> Wall / Name Letter Sign <ul style="list-style-type: none"><li>• Limited by area per frontage</li></ul>		
--	--	--	--

Reviewed by: Sheila Bashiri

Date: March 21, 2014