

**AGENDA**  
**BIRMINGHAM DESIGN REVIEW BOARD MEETING**  
**MUNICIPAL BUILDING-COMMISSION ROOM-151 MARTIN STREET**  
**WEDNESDAY – APRIL 16, 2014**  
**\*\*\*\*\* 7:00 PM\*\*\*\*\***

- 1) **Roll Call**
- 2) **Approval of the DRB Minutes of April 2, 2014**
- 3) **Review Without Presentation**  
[360 Hamilton Row – Luxe Homes Design Build](#)
- 4) **Sign Review**  
**Master Sign Plan**  
[34901-34953 Woodward – The Balmoral](#)
- 5) **Design and Sign Review**  
[33495 Woodward – Woodward and Emmons Bldg.](#)
- 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 APRIL 2, 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, April 2, 2014. Chairman John Henke called the meeting to order at 7 p.m.

**Present:** Chairman John Henke; Board Members Darlene Gehringer, Shelli Weisberg, Michael Willoughby; Student Representatives Mitch Boorstein, Cambria Rush

**Absent:** Board Members Mark Coir, Vice Chairman Keith Deyer, Natalia Dukas

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

**04-22-14**

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

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

**Motion carried, 4-0.**

**VOICE VOTE**

Yeas: Willoughby, Gehringer, Henke, Weisberg

Nays: None

Absent: Coir, Deyer, Dukas

**04-23-14**

**DESIGN AND SIGN REVIEW  
912 S. Old Woodward Ave.  
Bridal Couture**

Zoning: B-2B General Business

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 Ave. 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 Ave. on the corner of Woodward Ave., Lincoln and Worth.

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. The wood siding on the one-story rear will also remain. 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 Ave. 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 in. h crown molding to the top edge of the parapet on the two-story portion of the building on S. Old Woodward Ave. and Landon. The proposed crown molding 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 Ave. 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 Ave. and Landon elevations. The crown molding, the new sign band, the new trim and all of the window frames on S. Old Woodward Ave. 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 Ave. 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 ft. 6 in.,, permitting 50.5 sq. ft. of sign area. The wall sign for "Kitchens by Richards" will be removed on the S. Old Woodward Ave. elevation. The Landon elevation wall sign for "**Kitchens by Richards**" measures **13.33 sq. ft.** The **two proposed name letter signs** will measure **15.1 sq. ft. per sign.** The combined total of the existing and proposed signs will be **43.5 sq. ft.** in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area which 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 10.5 ft. above grade, thereby meeting the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that

states 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 sign letters will be constructed of acrylic with a Medium Bronze finish (PMS 0312). Letters reading "Bridal Couture" will be 3/8 in. thick and 14 in. in height. The proposed sign letters will be mounted on the Azek sign band with 3/4 in. stand-off mounting studs.

**In the future, Kitchens by Richards may propose to place signage on the S. Old Woodward Ave. elevation. At that time, a proposal may be submitted to designate the Landon elevation, which is 101 ft. 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 ft. long by 3.5 in. 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.

Ms. Amy Pohlod, the petitioner, advised they will locate in the front and on the second story of the building and will take over a little bit of Kitchens by Richards. If they were to remove the wood siding at the back of the building the walls would be too thin because there were service doors there previously. They plan to repair the brick and paint the whole building so that it is all uniform. She showed a sample of the Azek material which will not warp or need repainting. The window frames will all be painted. She passed around a cut sheet showing Zoller Cove crown molding that is made of the foam material and said it will not protrude any higher than the top of the building. They propose to paint it creamy-white (Roman Column, Sherwin Williams, SW7562).

Chairman Henke commented that the proposed building color, Sensuous Gray, has a lot of pink in it. Ms. Pohlod said she will try it out by putting a patch on the rear.

Mr. Willoughby highly recommended that the molding at the top be painted the same color as the building, as opposed to having a white stripe that is disconnected from all of the other white elements.

**Motion by Ms. Weisberg**

**Seconded by Ms. Gehringer to approve the design and sign review application for 912 S. Old Woodward Ave., Bridal Couture, with the exception that the petitioner may seek administrative approval of a color change for either the building or the crown molding.**

**Motion carried, 4-0.**

**VOICE VOTE**

Yeas: Weisberg, Gehringer, Henke, Willoughby

Nays: None

Absent: Coir, Deyer, Dukas

**04-23-14**

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals (none)

**B. Communications**

-- Commissioners' Comments (none)

**04-24-14**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:22 p.m.

Sheila Bashiri  
City Planner

**MEMORANDUM**

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**Date:** April 8, 2014  
**To:** Design Review Board Members  
**From:** Sheila Bashiri, City Planner  
**RE:** Sign Review – 360 Hamilton Row – Luxe Homes, Design + Build

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**Zoning:** B-4, Business Residential

**Existing Use:** Vacant

**Proposal**

The applicant proposes to install signage on a one-story single tenant building.

**Signage**

The applicant proposes to install a name letter sign. The total linear building frontage is 25' 6", permitting 25.5 square feet of sign area. The proposed name letter sign will measure 18" h x 14' 4" w or 21.5 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 6' 2" 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 building does not have a formal sign band between the top of the first-story window and the roofline, so the proposed sign will be mounted on the 20" h x 6" thick wood band that spans the storefront windows. The proposed sign letters will be constructed of stainless steel. Letters reading "Luxe Homes" will be 1" thick and 8" in height. Beneath the letters reading "Home" will be small letters 1/2" thick and 2" in height that read "Design + Build". The logo will be located in the center of the sign. Four 8" x 8" stainless steel logo squares will spell out the word "LUXE". The proposed sign will be bolted to the sign band with 1" standoffs.

**Illumination**

The applicant proposes to illuminate the sign letters with LED halo backlighting.

**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 360 Hamilton Row.

**Sample Motion Language**

Motion to APPROVE the sign review application for 360 Hamilton Row. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the sign review application for 360 Hamilton Row, provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the sign review application for 360 Hamilton Row. The applicant must provide the following items:

- 1.

OR

Motion to DENY the sign review application for 360 Hamilton Row. 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: 360 Hamilton Row  
 Current Zoning: B-4, Business-Residential  
 Sign Copy: Luxe Homes, Design+Build

	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 25.5' Total Linear Street Frontage	Sign height: 18" Sign width: 14' 4" Total sign area: 21.5 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: 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: 18" Sign Thickness: 2" Sign Height above grade: 6' 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> <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: April 4, 2014

MEMORANDUM

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**Date:** April 4, 2014  
**To:** Design Review Board  
**From:** Sheila Bashiri, City Planner  
**RE:** Sign Review – 34901-34953 Woodward – The Balmoral – Master Sign Plan

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**Zoning:** B-4, Business-Residential

**Existing Use:** Under Construction

**Proposal**

The applicant is seeking approval for the signage master plan for a five-story, multi-tenant building located at 34901-34953 Woodward. The building has three street frontages: Woodward, Brown, and Peabody. As currently proposed, each tenant will be required to submit individual tenant signs for Planning Department approval. If a master sign plan for the building is approved by the DRB, individual applicants may receive administrative approval for new signage.

The applicant was reviewed by the Planning Board for approval of the construction and the design of the new building. At that time, the applicant was directed to appear before the DRB with a master sign plan for the building. The applicant opted to use the Overlay Zoning District Regulations to develop the building, and as a result, the signage regulations from the Overlay District Sign Standards will be used to review the signage.

**Master Sign Plan**

*In accordance with The City of Birmingham, Article 01, Section 1.10, B, 3, of the Sign Ordinance, Overlay District, Sign Standards:*

- a. *A single external sign band or zone may be applied to the facade of a building between the first and second floors, provided that it shall be a maximum of **1.5 feet in vertical dimension by any horizontal dimension. The proposal meets this requirement.***
- b. *Woodward Avenue Address, the external sign band or zone shall be a maximum of **2 feet in vertical dimension by any horizontal dimension. The sign band or zone may contain multiple individual signs, but all must refer to a tenant of the building. The proposal meets this requirement.***
- e. *Where the Historic District Commission, Design Review Board or Planning Board has determined that a horizontal sign band is not architecturally feasible based on building design, an alternative design will be considered, provided the following conditions are met:*
  - 1. *The sign must fit within the total sign area allowed for the business;*
  - 2. *The sign must be compatible with the building's street design and will enhance the streetscape.*
  - 3. *The sign adheres to the goals of the 2016 Plan.*

**The proposal meets this requirement.**

## Signage

The applicant is proposing to install signage on the east, north, south, and west elevations of the building:

**East** (Woodward) Elevation: 6 Tenant Signs

**North** (Parking) Elevation 1 Tenant Sign

**South** (Brown) Elevation: 5 Tenant Signs

**West** (Peabody) Elevation: 3 Tenant Signs

*In accordance with the Article 3, Definitions - **Sign Band**: A horizontal band extending the full width of the building facade and located between the highest first floor windows and the cornice, or if there is more than one story, the highest first floor windows and the bottom of the second floor windows. The design of the building has created two sign bands of differing heights located over the two-story corner bays and the one-story storefront windows.*

*In accordance with the Overlay Sign Standards, all of the Woodward elevation tenant signs are proposed to be a maximum of 2' in height by any width. All of the tenant signs on the remaining elevations are proposed to be a maximum of 18" in height by any width. The materials and colors will be distinct to each tenants branding. All of the proposed signs will either be administratively approved, or if necessary, the sign will be reviewed by the DRB. This will be determined by the City Planner.*

### Woodward -East Elevation

The applicant proposes to add six signs as tenant spaces are leased. Four tenant signs are proposed for the lower level sign band. On each end of the elevation, a tenant sign is proposed to be located on the upper level sign band.

### Parking Lot - North Elevation

On the northeast end of the elevation, a tenant sign is proposed to be located on the upper level sign band.

### Brown - South Elevation

The applicant proposes to add five signs as tenant spaces are leased. Three tenant signs are proposed for the lower level sign band. On each end of the elevation, a tenant sign is proposed to be located on the upper level sign band.

### Peabody – West Elevation

The applicant proposes to add three signs as tenant spaces are leased. A sign is proposed for the canopy over the drive-thru entrance on the northwest end of the building. One tenant sign is proposed for the lower level sign band. On the southwest end of the elevation, a tenant sign is proposed to be located on the upper level sign band. **On the submitted plan, a sign band has been located above a second-story and below a third-story window. This is not a designated sign band and therefore, signage will not be allowed in that location.**

## Illumination

Each tenant will apply for illumination as needed. For the purpose of uniformity, the DRB may direct the applicant to specify the type of illumination that will be allowed on the building.

## 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 Commission consider a motion to approve the master sign review application for 34901-34953 Woodward.

**Sample Motion Language**

Motion to APPROVE the sign review application for 34901-34953 Woodward. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the sign review application for 34901-34953 Woodward provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the sign review application for 34901-34953 Woodward. The applicant must provide the following the following items:

- 1.

OR

Motion to DENY the sign review application for 34901-34953 Woodward. The proposal does not meet the requirements of section 126-514 of the Zoning Code.

**MEMORANDUM**

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**Date:** April 8, 2014  
**To:** Design Review Board Members  
**From:** Sheila Bashiri, City Planner  
**RE:** Design and Sign Review – 33495 Woodward – Woodward and Emmons Building

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

**Existing Use:** Vacant

**Proposal**

The applicant is seeking approval for the building renovation of a two-story, multi-tenant building located at 33495 Woodward. The building is the former location of Birmingham Motors, located on the corner of Woodward and Emmons. The applicant proposes to remove siding, replace windows, add awnings, and a new light feature. The applicant is also proposing a master sign plan for the additional tenant spaces. As currently proposed, each tenant will be required to submit individual tenant signs for Planning Department approval. If a master sign plan for the building is approved by the DRB, individual applicants may receive administrative approval for new signage.

**Woodward Elevation (East) and Emmons Elevation (North)**

The existing building is clad in vertical wood siding on both the Woodward and Emmons elevations. The applicant proposes to remove the siding, to expose the existing **brick wall**. The exposed brick will be repaired and painted a deep grey called Cyberspace (Sherwin Williams SW7076). A Dark Bronze aluminum cap is proposed to be added to the top edge of the building on the Woodward and Emmons elevations.

All of the existing first-story storefront windows are proposed to be removed and replaced with **new windows**. The proposed new storefront windows will be butt joint glazed clear glass in Dark Bronze aluminum frames. On the Emmons elevation, the applicant proposes to infill an existing overhead door with a fixed window. The proposed new window will be set in a Dark Bronze aluminum frame, and will have a new brick sill, painted to match the building. The two existing windows next to the proposed new window will be replaced with two new fixed windows in Dark aluminum frames. On the second-story the existing casement windows will be removed and replaced with operable awning windows in Dark Bronze aluminum frames with clear glass.

The applicant proposes to replace the existing four **entry doors** and transoms on the Woodward elevation, and the two entry doors and transoms on the Emmons elevation, with Dark Bronze aluminum doors with clear glass. 36" high Dark Bronze aluminum "U" Pulls are proposed to be added to the doors.

Above the storefront windows on both the Woodward and Emmons elevations, the applicant proposes to add **fabric awnings**. The proposed awnings will be continuous over the storefront windows on Woodward, terminating at the end of the storefront window on Emmons. The proposed fabric awnings will be constructed of Sunbrella "True Brown" 6021, measuring 2' h x 18" deep. The applicant also proposes to add the fabric awnings above the two new glass doors on the Emmons elevation. The underside of each of the awnings is proposed to be enclosed with fabric, and all of the proposed awnings will be mounted 8' 8 1/2" above grade.

Above the two entry doors on the clipped north end of the Woodward elevation, the applicant proposes to install a Dark Bronze **aluminum canopy**. The proposed canopy will be 13' wide x 2' high, and because it will be mounted on an angled wall, the depth of the canopy will vary. The ceiling of the underside of the proposed canopy will be made of painted exterior drywall and it will be notched to hold a recessed downlight.

The existing tall brick wall that rises above the building at the north end of the Woodward elevation, will be extended both vertically and horizontally. The applicant proposes to add height with an EIFS finish (Exterior Insulation Finish System) on each side of the wall. The proposed EIFS application will extend the height of the wall by 12', which will make it 35' high. A vertically **illuminated glass light feature** will be added to the full height of the front edge of the wall. The feature will be constructed from a 2' w x 2' deep angled Dark Bronze aluminum housing with an ivory acrylic backer which will be mounted on the end of the wall. Pierced openings in the aluminum housing will allow the light to illuminate and highlight the edge of the wall. The new 20" high brick base at the bottom of the feature will be painted Cyberspace to match the building.

A decorative metal **planter** will replace the existing planter on Woodward. The existing tree will remain in place.

### **Rear Elevation (West)**

On the rear elevation, the applicant proposes to paint the existing block wall Cyberspace to match the other elevations of the building. The existing overhead door, the steel entry door, gutters and down spouts, meters, vent louvers, and bollards will all be painted to match the building.

The two existing small windows on the first-story and the second-story casement windows are proposed to be removed and replaced with operable awning windows in Dark Bronze aluminum frames with clear glass.

### **Parking Lot Elevation (South)**

On the rear elevation, the applicant proposes to paint the existing block wall Cyberspace, to match the rest of the building. On the second-story the existing casement windows will be removed and replaced with operable awning windows in Dark Bronze aluminum frames with clear glass. A Dark bronze aluminum cap is proposed to be added to the top edge of the building to match the Woodward and Emmons elevations.

### **Signage**

The applicant proposes to install one name letter sign and designate sign locations for four tenant signs as part of the building master sign plan. The total linear building frontage is 103' 2", permitting 154.75 square feet of sign area. The proposed "**Guaranteed Rate**" sign will measure 3' 8" h x 14' w or **51.33 square feet**. The four proposed "**Tenant**" signs will measure a maximum of 18" h x 15' w or **22.5 square feet**. The combined area of all five signs will be **141.33 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 signs are proposed to be mounted more 10' 8 ½" 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 "**Guaranteed Rate**" sign letters will be constructed of dark bronze aluminum channel letters with white acrylic faces. Letters reading "Guaranteed Rate" will be 4" thick and 18" in height. The Red Arrow logo will be located behind the word reading "Rate" and partially on the Dark Bronze Aluminum canopy. The sign letters will be mounted on top of the canopy. *In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance – Name letter signs on Woodward may be no more than 36" in height.* **The proposal does not meet this requirement. However, in accordance with Article 2, section 2.03 (A)(3) of the Birmingham sign ordinance, the Design Review Board may, upon sign review, allow a logo or other design element to be calculated separately from the rest of the sign, provided that the Design Review Board finds the logo or emblem to be an integral part of the sign, and the sign complies with the intent of this chapter. If the logo is not included in the sign measurement, it will be 18" h x 14" w or 21 sq. ft.**

The proposed "**Tenant**" sign letters will be constructed of dark bronze aluminum channel letters with acrylic face colors determined by the tenant logo. Letters will be a maximum of 4" thick and 18" in height. The tenant logos may be no more than 2.25" in height. The sign letters will be flush mounted to the building above the fabric awning.

### **Directory Sign**

The applicant proposes to install a directory sign on the north end EIFS light feature wall next to the entry doors on Woodward. The directory sign will be constructed of six 1/8" thick Dark Bronze plaques with applied vinyl letters per the tenant logo. The sign will measure 2'h x 3'w. The plaques will be mounted on the wall with 1" stand-offs. The directory sign is not included in the total amount of signage that the building is allowed.

### **Illumination**

The proposed **light feature** at the edge of the extended wall will be illuminated with Bright White 2700K LED bulbs.

The applicant proposes to add five Progressive Lighting 6" cylinder **downlights** on the rear elevation walls. The downlights will be illuminated with par 38 LED lamps.

The **signage** will be 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.

### **Sample Motion Language**

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

- 1.
- 2.

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-2, General Business  
 Sign Copy: Woodward and Emmons Building

	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 103' 2" Total Linear Street Frontage	Guaranteed Rate Sign Sign height: 3' 8" Sign width: 14' Total sign area: 51.33 sq. ft.  Tenant Signs Sign height: 18" Sign width: 15' Total sign area: 22.5 sq. ft.  Total of 5 signs: 141.33 sq. ft.	<b>Meets requirements</b>
Maximum Height	<input checked="" type="checkbox"/> Name Letter Sign <input checked="" type="checkbox"/> Woodward – 3' <input type="checkbox"/> Other – 2' <input type="checkbox"/> Wall Sign <input type="checkbox"/> Woodward – 4' <input type="checkbox"/> Other – 3'	Guaranteed Rate Sign height: 18"  Tenant Signs Height: 18"	<b>Meets requirements</b>  <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>	Guaranteed Rate Logo height: 3' 8"  Sign Thickness: N/A  Sign Height above grade: 10' 8 1/2"  Tenant Logo height: Max 2.25'  Sign Thickness: 4" Max  Sign Height above grade: 10' 8 1/2"	<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> </ul>	Internally illuminated LED	<b>Meets requirements</b>

	<ul style="list-style-type: none"> <li>• B1 Zone – 10:00pm or ½ Hour after close of Business</li> <li>• Adj. residential – no side or rear lights</li> <li><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> </li> </ul>		
# Allowed	<ul style="list-style-type: none"> <li><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> </li> <li><input type="checkbox"/> Wall / Name Letter Sign <ul style="list-style-type: none"> <li>• Limited by area per frontage</li> </ul> </li> </ul>	Two Streets = Five Tenant Signs	<b>Meets requirements</b>

Reviewed by: Sheila Bashiri  
Date: April 9, 2014