

**AGENDA**  
**BIRMINGHAM DESIGN REVIEW BOARD MEETING**  
**MUNICIPAL BUILDING-COMMISSION ROOM-151 MARTIN STREET**  
**WEDNESDAY – May 7, 2014**  
**\*\*\*\*\* 7:15 PM\*\*\*\*\***

- 1) **Roll Call**
- 2) **Approval of the DRB Minutes of April 16, 2014**
- 3) **Review Without Presentation**
  - 588 N. Old Woodward – Merwins Antiques
- 4) **Sign Review**
  - 800 N. Old Woodward – Howard Hanna
- 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 APRIL 16, 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 16, 2014. Acting Chairperson Shelli Weisberg called the meeting to order at 7 p.m.

**Present:** Board Members Mark Coir, Natalia Dukas, Shelli Weisberg, Michael Willoughby; Student Representative Cambria Rush

**Absent:** Chairman John Henke; Board Members Vice Chairman Keith Deyer, Darlene Gehringer; Student Representative Mitch Boorstein

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

Acting Chairperson Weisberg announced that only four out of seven board members were present and it requires an affirmative vote of four members to pass a motion. She inquired whether anyone wished to postpone their hearing to a meeting when a fuller board might be present, but all applicants wished to go forward.

**04-25-14**

**APPROVAL OF MINUTES**  
**DRB Minutes of April 2, 2014**

**Motion by Mr. Willoughby**  
**Seconded Mr. Coir to approve the DRB Minutes of April 2, 2014 as presented.**

**Motion carried, 4-0.**

**VOICE VOTE**

Yeas: Willoughby, Coir, Dukas, Weisberg

Nays: None

Absent: Deyer, Gehringer, Henke

**04-26-14**

**REVIEW WITHOUT PRESENTATION**  
**360 Hamilton Row**  
**Luxe Homes Design Build**

Zoning: B-4 Business Residential

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

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

**Motion by Ms. Dukas**

**Seconded by Mr. Willoughby to approve the Sign Review Application for 360 Hamilton Row, Luxe Homes Design Build, as submitted.**

There was no discussion from the audience at 7:03 p.m.

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Dukas, Willoughby, Coir, Weisberg

Nays: None

Absent: Deyer, Gehringer, Henke

**04-27-14**

**SIGN REVIEW**

**Master Sign Plan**

**34901-34943 Woodward Ave.**

**The Balmoral**

Zoning: B-4 General Business-Residential

Proposal: The applicant is seeking approval for the signage master plan for a five-story, multi-tenant building located at 34901-34953 Woodward Ave.. The building has three street frontages: Woodward Ave., 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.

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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 ft. 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 ft. 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.

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 Ave. elevation tenant signs are proposed to be a maximum of 2 ft. in height by any width. All of the tenant signs on the remaining elevations are proposed to be a maximum of 18 in. in height by any width. The materials and colors will be distinct to each tenant's 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 Ave. - 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.

Mr. Tom Phillips, Hobbs & Black Architects, said they will come back for illumination. They plan to make their lighting consistent. The building identification sign at the top of the building will not be illuminated. Ms. Bashiri indicated her preference for reverse halo lighting on the other signage, as opposed to internally lit signage.

**Motion by Mr. Willoughby**

**Seconded by Mr. Coir that the master sign plan be approved as submitted, save for:**

- **On the west elevation the sign that is between the second and third floors will be omitted;**
- **There will be a building identification sign as shown on the plans;**  
**and**
- **Any lighting will be consistent whenever it is determined what it is.**

There were no comments from the public at 7:15 p.m.

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Willoughby, Coir, Dukas, Weisberg

Nays: None

Absent: Deyer, Gehringer, Henke

04-28-14

**DESIGN AND SIGN REVIEW**  
**33495 Woodward Ave.**  
**Woodward and Emmons Bldg.**

Zoning: B-2 General Business

Proposal: The applicant is seeking approval for the building renovation of a two-story, multi-tenant building located at 33495 Woodward Ave. The building is the former location of Birmingham Motors, located on the corner of Woodward Ave. 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 Ave. Elevation (east) and Emmons Elevation (north)*

The existing building is clad in vertical wood siding on both the Woodward Ave. 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 Ave. 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 Ave. elevation and the two entry doors and transoms on the Emmons elevation with Dark Bronze aluminum doors with clear glass.

Above the storefront windows on both the Woodward Ave. and Emmons elevations, the applicant proposes to add **fabric awnings**. The proposed awnings will be continuous over the storefront windows on Woodward Ave.,

terminating at the end of the storefront window on Emmons. The proposed fabric awnings will be constructed of Sunbrella "True Brown" 6021, measuring 2 ft. h x 18 in. 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 ft. 8 ½ in. above grade.

Above the two entry doors on the clipped north end of the Woodward Ave. elevation, the applicant proposes to install a Dark Bronze **aluminum canopy**. The proposed canopy will be 13 ft. wide x 2 ft. 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 Ave. 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 ft., which will make it 35 ft. 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 ft. w x 2 ft. 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 in. 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 Ave. 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 Ave. 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 ft. 2 in., permitting 154.75 sq. ft. of sign area. The proposed “**Guaranteed Rate**” sign will measure **51.33 sq. ft.** The four proposed “**Tenant**” signs will measure a maximum of **22.5 sq. ft.** The combined area of all five signs will be **141.33 sq. ft.** which is 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 1.5 sq. ft. for addresses on Woodward Ave. for each linear foot of principal building frontage.

The wall signs are proposed to be mounted more than 10 ft. 8 ½ in. above grade in accordance with 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 “**Guaranteed Rate**” sign letters will be constructed of Dark Bronze Aluminum channel letters with White acrylic faces. Letters reading “Guaranteed Rate” will be 4 in. thick and 18 in. 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 that states name letter signs on Woodward Ave. may be no more than 36 in. 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 in. h x 14 in. 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 in. thick and 18 in. in height. The tenant logos may be no more than 2.25 in. 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 Ave.. The directory sign will be constructed of six 1/8 in. thick Dark Bronze plaques with applied vinyl letters per the tenant logo. The sign will measure 2 ft. h x 3 ft. w. The plaques will be mounted on the wall with 1 in. 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 in. 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. The acrylic face of the letters will be whatever color that is desired.

Mr. Roman Bonislowski, Ron and Roman Architects, passed around a samples board. They plan to keep the garage door and replace it with a brand new Dark Bronze and glass aluminum door. Under the canopy for the door the triangular area will be filled in with hard roof.

**Motion by Mr. Willoughby  
Seconded by Mr. Coir to approve the Design and Sign Review Application for 33495 Woodward Ave., Woodward and Emmons Bldg. as submitted with the flexibility of replacing the garage door. Individual signage will be administratively approved.**

There was no one in the audience who wanted to add comments at 7:29 p.m.

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Willoughby, Coir, Dukas, Weisberg

Nays: None

Absent: Deyer, Gehringer, Henke

**04-29-14**

## **MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

### **A. Staff Reports**

-- Administrative Approvals (none)

-- Violation Notices (none)

### **B. Communications**

-- Commissioners' Comments (none)

**04-30-14**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:30 p.m.

Sheila Bashiri  
City Planner

DRAFT

## MEMORANDUM

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**Date:** April 28, 2014  
**To:** Design Review Board Members  
**From:** Sheila Bashiri, City Planner  
**RE:** Sign Review – 554 N. Old Woodward – Merwins Antiques

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

**Existing Use:** Vacant

### Proposal

The applicant proposes to install a wall sign on a one-story, multi-tenant building.

### Signage

The applicant proposes to install a wall sign. The total linear building frontage is 20', permitting 20 square feet of sign area. The proposed wall sign will measure 2' h x 9.75' w or 19.5 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 wall sign background will be constructed of ¼" matte black Dibond with black PVC letters with brushed gold Dibond faces. Letters reading "Merwins Antiques" will be ½" thick and flush-mounted to the background. A gold vinyl line will outline the black background. The sign will be mounted to the brick with stainless steel bolts.

### Illumination

The applicant will use the three existing gooseneck fixtures above the 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 Commission consider a motion to approve the sign review application for 554 N. Old Woodward.

**Sample Motion Language**

Motion to APPROVE the sign review application for 554 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 554 N. Old Woodward, provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the sign review application for 554 N. Old Woodward. The applicant must provide the following the following items:

- 1.

OR

Motion to DENY the sign review application for 554 N. Old Woodward. 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.



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

**Property Address:** 554 N. Old Woodward

**Current Zoning:** O-1, Office

**Sign Copy:** Merwins Antiques

	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 20 Total Linear Street Frontage	Sign height: 2' Sign width: 9.75' Total sign area: 19.5 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 type="checkbox"/> Other – 3'	Sign height: 2'	<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 = 12" maximum</li> <li>• Height from grade = 8' sidewalk</li> <li>• Height from grade – 15' alley, etc.</li> </ul>	Logo height: N/A  Sign Thickness: 3/4"  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 goose neck lamps	<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> </ul>	One Street = One Sign	<b>Meets requirements</b>

	<ul style="list-style-type: none"><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>		
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Reviewed by: Sheila Bashiri

Date: April 28, 2014

## MEMORANDUM

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**Date:** April 25, 2014  
**To:** Design Review Board  
**From:** Sheila Bashiri, City Planner  
**RE:** Sign Review – 800 N. Old Woodward – Howard Hanna

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

**Existing Use:** Commercial Office

### Proposal

The applicant proposes to install a building identification sign on a two-story, two-tenant building. The tenant will share the building with Brogan and Partners. The building owner has given the tenant naming rights for the building, and they are seeking to install a non-illuminated logo and name letter sign above the second-story of the building.

### Signage

The total linear building frontage is 50' permitting 50 square feet of sign area. Brogan and Partner has used a portion of the allowed signage. The proposed sign will measure 38 ½" h x 12.4' w or **39.8** square feet. The existing **Brogan and Partners** sign measures 18" h x 15.7 w or **23.5** square feet. The combines total area of both signs will be **63.3** square feet. *In accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area - For all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 square foot (1.5 square feet for addresses on Woodward Avenue) for each linear foot of principal building frontage.* **The proposal does not meet this requirement.**

*In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance – Wall signs 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 height of the logo is not included in the sign measurement, it will be 9 ½" h x 12.4' w or 9.8 sq. ft.**

The sign is proposed to be mounted 22' 10 ¾" 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 will be constructed of Green aluminum letters. Letters reading "Real Estate" will be 1 ½" thick and 9 ½" in height. The green and gold "Howard Hanna" logo will be 3" thick and 38 ½" in height. The proposed sign letters will be stud mounted to the building with ¼" stand-offs. The logo will be flush mounted to the wall with expansion anchors. **The PMS color numbers were not submitted.**

### Illumination

No illumination is proposed for this 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 800 S. Old Woodward, provided the following conditions are met:

- 1. The Design Review Board must find that the logo is an integral part of the sign; and**
- 2. The PMS color numbers must be submitted.**

**Sample Motion Language**

Motion to APPROVE the sign review application for 800 S. Old Woodward. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the sign review application for 800 S. Old Woodward, provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the sign review application for 800 S. Old Woodward. The applicant must provide the following items:

- 1.

OR

Motion to DENY the sign review application for 800 S. Old Woodward. The proposal does not meet the requirements of section 126-514 of the Zoning Code.





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

Property Address: 800 N. Old Woodward  
 Current Zoning: O-2, Office Commercial  
 Sign Copy: Howard Hanna

	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' Total Linear Street Frontage	Sign height: 38 1/2" Sign width: 12.4' Total sign area: 39.8 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: 38 1/2"	<b>Does not meet 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: 38 1/2"  Sign Thickness: 3"  Sign Height above grade: 22' 10 3/4"	<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 1/2 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>	Non-Illuminated	<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 29, 2014



JAAD14-0005  
PA A14-0025

APPROVAL  
14-018 4/17/14  
Sheik Boshiri DB

# Administrative Approval Application Planning Division

Form will not be processed until it is completely filled out

### 1. Applicant

Name: NORTHERN SIGN CO INC  
Address: 101 E. WALTON  
PONTIAC, MI 48340  
Phone Number: 248-333-7938  
Fax Number: 248-333-7684  
Email: MARVIN@NORTHERNSIGNCO.COM

### Property Owner

Name: VS BIRMINGHAM LIMITED LLC  
Address: 401 S. OLD WOODWARD AVE  
Phone Number: 248-642-9000  
Fax Number: \_\_\_\_\_  
Email: \_\_\_\_\_

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

Name: MARVIN ARNOLD  
Address: 101 E. WALTON  
PONTIAC, MI 48340  
Phone Number: 248-333-7938  
Fax Number: 248-333-7684  
Email: MARVIN@NORTHERNSIGNCO.COM

### Project Designer

Name: MARVIN ARNOLD  
Address: 101 E. WALTON  
PONTIAC, MI 48340  
Phone Number: 248-642-9000  
Fax Number: 248-333-7938  
Email: MARVIN@NORTHERNSIGNCO.COM

### 3. Project Information

Address/Location of Property: 401 S. OLD WOODWARD  
#340 BIRMINGHAM  
Name of Development: CONWAY MACKENZIE  
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

Under Birmingham Place Master Sign Plan FACE CHANGE w/ LED'S

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: 4-9-14

Application #: <u>14-018</u>	Office Use Only Date Received: <u>4/10/14</u>	Fee: <u>100.00</u>
Date of Approval: <u>4/18/14</u>	Date of Denial: _____	Reviewed by: <u>Sheik Boshiri</u>

00107097

CITY OF BIRMINGHAM  
Date 04/21/2014 11:05:55 AM  
Ref 00107097  
Receipt 197190  
Amount \$100.00

**APPROVED**  
 14-021 4/23/14  
 Shik Baskin PRS

# Administrative Approval Application

## Planning Division

Form will not be processed until it is completely filled out

### 1. Applicant

Name: Gray Hair Holdings, LLC  
 Address: 4331 Spruce Hill Lane  
Bloomfield Township, MI 48301  
 Phone Number: 248 770 8709  
 Fax Number: 248 752 9075  
 Email: k.p.vogler@comcast.net

### Property Owner

Name: Phylla Stevens Building Co. LLC  
 Address: 725 S. Adams Rd Ste. 175  
Birmingham, MI 48009  
 Phone Number: (C) 248 953-3352  
 Fax Number: \_\_\_\_\_  
 Email: gandruse@me.com

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

Name: Kevin Vogler  
 Address: as above  
 Phone Number: \_\_\_\_\_  
 Fax Number: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Project Designer

Name: BERT H. KOSECK ARCHITECT  
 Address: 2441 DORCHESTER  
BIRMINGHAM MI 48009  
 Phone Number: 248.302.4018  
 Fax Number: \_\_\_\_\_  
 Email: bkoseck@comcast.net

### 3. Project Information

Address/Location of Property: 1219 S. Adams Rd  
Birmingham, MI 48009  
 Name of Development: South Adams Square  
 Parcel ID #: Sidwell # 08-20-31-0151-002  
 Current Use: Shopping mall  
 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

MODIFICATIONS TO "STOREFRONT" WINDOWS  
EXISTING FIELD STRUCTURAL CONDITIONS REQUIRED CHANGES

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: Kevin Vogler

Date: February 17, 2014

Application #: <u>14-021</u>	Date Received: <u>4/22/14</u>	Fee: <u>100.00</u>	CITY OF BIRMINGHAM Date 04/24/2014 10:03:54 AM Ref 00107233 Receipt 19027 Amount \$100.00
Date of Approval: <u>4/23/14</u>	Date of Denial: _____	Reviewed by: <u>Shik Baskin PRS</u>	

00107233