

AGENDA
BIRMINGHAM DESIGN REVIEW BOARD MEETING
MUNICIPAL BUILDING-COMMISSION ROOM-151 MARTIN STREET
WEDNESDAY – JUNE 18, 2014
******* 7:15 PM*******

- 1) **Roll Call**
- 2) **Approval of the DRB Minutes of May 7, 2014**
- 3) **Review Without Presentation**
 - 568 N. Old Woodward – Lola B. Couture
- 4) **Sign Review**
 - 800 N. Old Woodward – Howard Hanna
 - 1601 E. 14 Mile Rd. – Elie Wine Co.
- 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 MAY 7, 2014**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, May 7, 2014. Chairman John Henke called the meeting to order at 9:15 p.m.

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

Absent: None

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

05-31-14

**APPROVAL OF MINUTES
DRB Minutes of April 16, 2014**

**Motion by Ms. Dukas
Seconded Mr. Willoughby to approve the DRB Minutes of April 16, 2014 as presented.**

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

05-32-14

**REVIEW WITHOUT PRESENTATION
554 N. Old Woodward
Merwins Antiques**

Zoning: 0-2 Commercial

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

Illumination: The applicant will use the three existing gooseneck fixtures above the sign.

Motion by Ms. Dukas

Seconded Ms. Gehringer to approve the Sign Review Application for 554 N. Old Woodward, Merwins Antiques, as submitted.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

05-33-14

SIGN REVIEW

800 N. Old Woodward Ave.

Howard Hanna

Zoning: O-2 Office Commercial

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 ft. permitting 50 sq. ft. of sign area. Brogan and Partners has used a portion of the allowed signage. The **proposed sign** will measure **39.8** sq. ft. The existing **Brogan and Partners** sign measures **23.5** sq. ft. The combined total area of both signs will be **63.3** sq. ft. In accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area - For all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. 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. 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 DRB may, upon sign review, allow a logo or other design element to be calculated separately from the rest of the sign, provided that the DRB 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 9.8 sq. ft.**

The sign is proposed to be mounted 22 ft. 10 $\frac{3}{4}$ in. above grade. In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs that project more than 3 in. from the building facade shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk **The proposal meets this requirement.**

The proposed name letter sign will be constructed of Green aluminum letters. Letters reading "Real Estate" will be 1 $\frac{1}{2}$ in. thick and 9 $\frac{1}{2}$ in. in height. The green and gold "Howard Hanna" logo will be 3 in. thick and 38 $\frac{1}{2}$ in. in height. The proposed sign letters will be stud mounted to the building with $\frac{1}{4}$ in. stand-offs. The logo will be flush mounted to the wall with expansion anchors.

Illumination: No illumination is proposed for this sign.

Mr. Deyer thought that "Howard Hanna Real Estate" is excessive for naming the building. He would like to see the sign smaller and more appropriate for a building name. Ms. Weisberg felt the sign is extremely unattractive on that building.

Mr. Dan Riley with Howard Hanna said the logo is extremely important to them and something must go along with it. Mr. Willoughby suggested he scale down and treat the logo as part of the sign area. Centering it over the Brogan sign is the right thing to do. Mr. Riley indicated he would like to use as close to 26 sq. ft. as he can.

The consensus was that he should bring in other options for the sign such as scaling down and stacking. In the mean time he can get a temporary banner which Ms. Bashiri can approve.

**Motion by Ms. Gehringer
Seconded Ms. Weisberg to postpone the Sign Review Application for 800 N. Old Woodward Ave., Howard Hanna, and allow a temporary sign with administrative approval.**

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

Motion by Mr. Coir

Seconded Ms. Gehringer to adjourn the DRB meeting and return to the HDC meeting.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

05-34-14

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

➤ 401 S. Old Woodward Ave., Conway MacKenzie - Face change w/LEDs under Birmingham Place Master Sign Plan.

➤ 619 S. Adams - Modification to storefront windows. Existing field structural conditions required changes.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

05-35-14

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 9:30 p.m.

Sheila Bashiri
City Planner

MEMORANDUM

Date: June 6, 2014
To: Design Review Board Members
From: Sheila Bashiri, City Planner
RE: Sign Review – 568 N. Old Woodward – Lola B. Couture

Zoning: O-2, Office Commercial

Existing Use: Retail Clothing

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' 2", permitting 20.2 square feet of sign area. The proposed wall sign will measure 33" h x 82" w or 18.8 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 8.75' 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 3" thick 3mm bent white Alubond. Letters reading "Lola B." will be ¼" thick and 21.75" in height. Beneath the "B", letters reading "Cou-ture" will be ¼" thick and 3" in height. The proposed sign letters will be stud-mounted to the Alubond background, and the background will be flush-mounted to the brick with 3/8" stainless steel bolts.

Illumination

No Illumination is proposed at this time.

Sign Recommendation

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

1. The scale, color, texture and materials of the sign being used will identify the business succinctly, and will enhance the building on which it is located, as well as the immediate neighborhood.
2. The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located, as well as neighboring buildings.

3. The appearance of the building exterior with the signage will preserve or enhance, and not adversely impact, the property values in the immediate neighborhood.
4. The sign is neither confusing nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety.
5. The sign is consistent with the intent of the Master Plan, Urban Design Plan(s), and/or Downtown Birmingham 2016 Report, as applicable.
6. The sign otherwise meets all requirements of this Chapter.

The Planning Division recommends that the Design Review Board consider a motion to approve the sign review application for 568 S. Old Woodward.

Sample Motion Language

Motion to APPROVE the 568 S. Old Woodward. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the 568 S. Old Woodward, provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the 568 S. Old Woodward. The applicant must provide the following items:

- 1.

OR

Motion to DENY the 568 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: 568 N. Old Woodward

Current Zoning: O-2, Office Commercial

Sign Copy: Lola B. 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 20' 2" Total Linear Street Frontage	Sign height: 33" Sign width: 82" Total sign area: 18.8 sq. ft.	Meets requirements
Maximum Height	<input type="checkbox"/> Name Letter Sign <input type="checkbox"/> Woodward – 3' <input type="checkbox"/> Other – 2' <input checked="" type="checkbox"/> Wall Sign <input type="checkbox"/> Woodward – 4' <input checked="" type="checkbox"/> Other – 3'	Sign height: 33"	Meets requirements
Other Sign measurements	<ul style="list-style-type: none"> Logos/design elements may be greater than 3' in height subject to approval Thickness = 9" maximum Height from grade = 8' sidewalk if over 3" thick Height from grade – 15' alley, etc. 	Logo height: N/A Sign Thickness: 4.75" Sign Height above grade: 8.75'	Meets requirements
Illumination	<input checked="" type="checkbox"/> Non-historic District <ul style="list-style-type: none"> Steady light only No exposed neon B1 Zone – 10:00pm or ½ Hour after close of Business Adj. residential – no side or rear lights <input type="checkbox"/> Historic District <ul style="list-style-type: none"> As listed above Halo backlighting Exterior light fixtures No internal illumination 	N/A	Meets requirements
# Allowed	<input checked="" type="checkbox"/> Principal Wall Sign <ul style="list-style-type: none"> 1 street = 1 sign 2 streets = 2 identical sign 3 + streets = each frontage 	One Street = One Sign	Meets requirements

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

Date: June 5, 2014

MEMORANDUM

Date: June 11, 2014
To: Design Review Board
From: Sheila Bashiri, City Planner
RE: Sign Review – 800 N. Old Woodward – Howard Hanna

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. This proposal was reviewed at the May 7, 2014 DRB meeting (See attached minutes). The DRB postponed the review and requested that the applicant scale the sign down and return with alternate proposals. Based on the suggestions from the DRB members, the applicant has submitted two alternate proposals for the sign.

Signage

The total linear building frontage is 50' permitting 50 square feet of sign area. The existing **Brogan and Partners** sign measures 18" h x 15.7 w or **23.5** square feet, which leaves 26.5 square feet available for Howard Hanna. The proposed **Sign A** will measure 36" h x 8' 10" w or **26.5** square feet. The proposed **Sign B** will measure 36" h x 61.5" w or **15.4** square feet. *In accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area - For all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 square foot (1.5 square feet for addresses on Woodward Avenue) for each linear foot of principal building frontage.* **The proposal meets this requirement.**

The 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.**

Sign A-The proposed Green (PMS 349) and Yellow (PMS 116) logo reading "Howard Hanna" will be 3" thick and 36" in height. As suggested at the May 7, 2014 DRB meeting, the applicant stacked letters next to the logo. Green aluminum letters reading "Real Estate Services" will be 1 ½" thick and 5 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.

Sign B-The proposed Green (PMS 349) and Yellow (PMS 116) logo reading "Howard Hanna" will be placed above the name letter sign. Letters reading "Real Estate Services" will be 1 ½" thick and 4 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.

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 if the Design Review Board determines that either sign meets the conditions as listed above, then they should consider a motion to approve **Sign A or Sign B** for 800 S. Old Woodward.

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.

DESIGN REVIEW BOARD
MINUTES OF MAY 7, 2014
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

05-33-14

SIGN REVIEW
800 N. Old Woodward Ave.
Howard Hanna

Zoning: O-2 Office Commercial

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 ft. permitting 50 sq. ft. of sign area. Brogan and Partners has used a portion of the allowed signage. The **proposed sign** will measure **39.8** sq. ft. The existing **Brogan and Partners** sign measures **23.5** sq. ft. The combined total area of both signs will be **63.3** sq. ft. In accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area - For all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. 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. 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 DRB may, upon sign review, allow a logo or other design element to be calculated separately from the rest of the sign, provided that the DRB 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 9.8 sq. ft.**

The sign is proposed to be mounted 22 ft. 10 ¾ in. above grade. In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs that project more than 3 in. from the building facade shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk **The proposal meets this requirement.**

The proposed name letter sign will be constructed of Green aluminum letters. Letters reading "Real Estate" will be 1 ½ in. thick and 9 ½ in. in height. The green and gold

“Howard Hanna” logo will be 3 in. thick and 38 ½ in. in height. The proposed sign letters will be stud mounted to the building with ¼ in. stand-offs. The logo will be flush mounted to the wall with expansion anchors.

Illumination: No illumination is proposed for this sign.

Mr. Deyer thought that "Howard Hanna Real Estate" is excessive for naming the building. He would like to see the sign smaller and more appropriate for a building name. Ms. Weisberg felt the sign is extremely unattractive on that building.

Mr. Dan Riley with Howard Hanna said the logo is extremely important to them and something must go along with it. Mr. Willoughby suggested he scale down and treat the logo as part of the sign area. Centering it over the Brogan sign is the right thing to do. Mr. Riley indicated he would like to use as close to 26 sq. ft. as he can.

The consensus was that he should bring in other options for the sign such as scaling down and stacking. In the mean time he can get a temporary banner which Ms. Bashiri can approve.

Motion by Ms. Gehringer

Seconded Ms. Weisberg to postpone the Sign Review Application for 800 N. Old Woodward Ave., Howard Hanna, and allow a temporary sign with administrative approval.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None



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	A-Sign height: 36" Sign width: 8' 10" Total sign area: 26.5 sq. ft. B -Sign height: 36" Sign width: 61 1/2" Total sign area: 15.4 sq. ft.	Meets requirements
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: 36"	Meets requirements
Other Sign measurements	<ul style="list-style-type: none"> Logos/design elements may be greater than 3' in height subject to approval Thickness = 9" maximum Height from grade = 8' sidewalk if over 3" thick Height from grade – 15' alley, etc. 	Logo height: 36" Sign Thickness: 3" Sign Height above grade: 22' 10 3/4"	Meets requirements
Illumination	<input checked="" type="checkbox"/> Non-historic District <ul style="list-style-type: none"> Steady light only No exposed neon B1 Zone – 10:00pm or ½ Hour after close of Business Adj. residential – no side or rear lights <input type="checkbox"/> Historic District <ul style="list-style-type: none"> As listed above Halo backlighting Exterior light fixtures No internal illumination 	Non-Illuminated	Meets requirements

# Allowed	<input checked="" type="checkbox"/> Principal Wall Sign <ul style="list-style-type: none"> • 1 street = 1 sign • 2 streets = 2 identical sign • 3 + streets = each frontage • All above can not exceed maximum sign area for building <input type="checkbox"/> Wall / Name Letter Sign <ul style="list-style-type: none"> • Limited by area per frontage 	One Street = One Sign	Meets requirements
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Reviewed by: Sheila Bashiri

Date: June 11, 2014

MEMORANDUM

Date: June 6, 2014
To: Design Review Board Members
From: Sheila Bashiri, City Planner
RE: Design and Sign Review – 1601 E. 14 Mile Rd. – Elie Wine Company

Zoning: B-2B, General Business

Existing Use: Vacant

Proposal

This tenant space was reviewed and approved for design and signage at the October 16, 2013 DRB meeting (Minutes attached). When the application for a sign permit was submitted to the Building Department and reviewed by the Planning Department, it was found to have several changes that differed from the originally approved plans. The applicant proposes to change the sign color, material, size, font, mounting, and lighting details.

Signage

The applicant proposes to install a name letter sign and a logo wall sign. The total linear building frontage is 26' 6", permitting 26.5 square feet of sign area. The proposed name letter **Tag Line sign** will measure 10" h x 15.4' w or 12.84 square feet. The proposed **Logo Wall sign** will measure 44" h x 44" w or 13.44 square feet. The total area of both signs will measure 26.28 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 name letter **Tag Line sign** is proposed to be mounted 10' 4" above grade. The **Logo Wall sign** is proposed to be mounted 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 **Tag Line Sign** channel letters will be constructed of reverse welded aluminum painted a bronze color (PMS #464). Letters reading "Wine Merchant- Wineware" will be 2" thick and 10" in height. The small circle in the center of the tag line will read "EWC". The proposed sign letters will be stud-mounted on the sign band with 2" stand-offs.

The proposed **Logo Wall Sign** will be constructed of reverse welded aluminum painted a bronze color (PMS #464). The push-thru letters will be constructed of clear acrylic with white light diffuser vinyl. The letters will be flush with the face of the logo and will read "Elie" in the center, Elie "Wine Company" on top and "Detroit, Michigan" on the bottom. The proposed logo sign will be recessed, flush into the fiberglass panel.

Illumination

The applicant proposes to illuminate **Tag Line sign** with white LED halo-backlighting.

The proposed **Logo Wall Sign** will be back-lit with LEDs.

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 1601 14 Mile Rd.

Sample Motion Language

Motion to APPROVE the Sign for 1601 14 Mile Rd. The proposal meets the requirements of Section 126-514 of the Zoning Code.

OR

Motion to APPROVE the Sign for 1601 14 Mile Rd., provided the applicant meet(s) the following condition(s):

- 1.
- 2.

OR

Motion to TABLE the Sign for 1601 14 Mile Rd. The applicant must provide the following items:

- 1.

OR

Motion to DENY the Sign for 1601 14 Mile Rd. 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.

DESIGN REVIEW BOARD
MINUTES OF OCTOBER 16, 2013
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

10-71-13

DESIGN AND SIGN REVIEW
1601 E. Fourteen Mile Rd.
Elie Wine Company

Zoning: B-2B General Business

Proposal: The applicant proposes to renovate the tenant space on the south elevation of a one story, multi-tenant building at the corner of Woodward Ave. and Fourteen Mile Rd. The tenant space is located between Fed-Ex and American Home Fitness. The tenant proposes to alter the existing showroom windows and front and rear entries, add new accent materials and install signage. Three of the existing rows of four showroom windows are proposed to be removed and replaced with a single insulated glass **showroom window**. The window on the west end belongs to Fed-Ex and it will remain in place.

The black metal framed double doors and transom on the **front entry** will also be removed. The applicant proposes to replace the double doors with a single insulated glass door.

A **fiberglass panel** is proposed to be added to the front elevation.

A **metal frame panel** painted Steel (PMS #444) is proposed to be mounted on the west end, between the existing and new window, and on the masonry above the new window. A 1 ft. deep metal flange for the proposed lighting will be located along the edge of the metal panel, next to the existing window.

At the **rear entry (north)**, the applicant proposes to remove the existing solid metal door and create a new recessed entrance. A single black metal framed insulated glass door will be positioned between a large sidelight and a small sidelite. A Saffron fiberglass panel is proposed to be mounted above the door.

Signage: The applicant proposes to install a name letter sign and a wall sign. The total linear building frontage is 26 ft. 6 in., permitting 26.5 sq. ft. of sign area. The proposed name letter **Tag Line Sign** will measure 11.9 sq. ft. The proposed **Logo Wall Sign** will measure 14.4 sq. ft. The total area of both signs will measure 26.3 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 name letter **Tag Line Sign** is proposed to be mounted 10 ft. 2 ³/₄ in. above grade. The **Logo Wall Sign** is proposed to be mounted 5 ft. ³/₈ in. above grade which meets

the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that 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 **Tag Line Sign** letters will be constructed of metal painted Steel (PMS #444). Letters reading "Wine Merchant / Wine Ware" will be 2 in. thick and 9 in. in height. The proposed sign letters will be mounted beneath the 1 ft. deep overhang on ½ in. diameter metal stems.

The proposed **Logo Wall Sign** will be constructed of metal painted Steel (PMS #444). Cut-out letters reading "Elie" and "Detroit, Michigan" and "Wine Company" will be 3/8 in. thick and 3 ft. 9½ in. in diameter. The proposed sign will be recessed, flush into the fiberglass panel.

Illumination: The applicant proposes to illuminate the hanging **Tag Line Sign** with a continuous EcoSense LED light surface mounted to the inside of the flange located above the extending letters.

The proposed **Logo Wall Sign** will be back lit with LEDs. A continuous EcoSense LED light, surface mounted to the inside of the flange located on the side-mounted metal panel will **illuminate the windows**.

At the **rear elevation entrance**, the applicant proposes to install the 4 ft. recessed Selux M125 LED light above the new recessed entry.

Mr. Tamas VonStaden, the architect, said the challenge was not to destroy the building but to create a strong identity in the middle of it. He described the façade and the sign which is set into resin and illuminated from behind. The back area has a casual recessed space for sitting.

Mr. Willoughby commented this is one of the nicest inserts into an existing building that he has seen in a long time. It is extremely well done and eye catching. Chairman Henke seconded those thoughts. They have done a tremendous job of injecting life into that building coming up Woodward Ave.

Mr. Elie said the ceiling becomes part of the view so they plan to leave it open and clean. It adds to the volume of the space.

Motion by Mr. Willoughby

Seconded by Mr. Coir to approve the Design and Sign Review for 1601 E. Fourteen Mile Rd, Elie Wine Company, as submitted.

Motion carried, 5-0.

VOICE VOTE

Yeas: Willoughby, Coir, Dukas, Henke, Weisberg

Nays: None

Absent: Deyer, Gehringer



Sign Ordinance Requirements – Name Letter/Wall Signs Planning Division

Property Address: 1601 E. 14 Mile Rd.
 Current Zoning: B-2B General Business
 Sign Copy: Elie Wine Company

	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 26.5' Total Linear Street Frontage	Tag Line Sign height: 10" Sign width: 15.4' Total sign area: 12.84 sq. ft. Logo Sign height: 44" Sign width: 44" Total sign area: 13.44 sq. ft. Total area of both signs: 26.28 sq. ft.	Meets requirements
Maximum Height	<input checked="" type="checkbox"/> Name Letter Sign <input type="checkbox"/> Woodward – 3' <input checked="" type="checkbox"/> Other – 2' <input checked="" type="checkbox"/> Wall Sign <input type="checkbox"/> Woodward – 4' <input checked="" type="checkbox"/> Other – 3'	Tag Line Sign height: 10"	Meets requirements
Other Sign measurements	<ul style="list-style-type: none"> Logos/design elements may be greater than 3' in height subject to approval Thickness = 9" maximum Height from grade = 8' sidewalk if over 3" thick Height from grade – 15' alley, etc. 	Logo height: 44" Logo Sign Thickness: 3/8" Sign Height above grade: 5' Tag Line Sign Thickness: 4" Sign Height above grade: 10' 4"	Meets requirements
Illumination	<input checked="" type="checkbox"/> Non-historic District <ul style="list-style-type: none"> Steady light only No exposed neon B1 Zone – 10:00pm or ½ Hour after close of Business Adj. residential – no side or rear lights 	Logo - Backlit push-thru letters Tag Line - Halo Backlit	Meets requirements

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

Reviewed by: Sheila Bashiri

Date: June 6, 2014

APPROVED

14-022 4/25/14
Sheikh Bushiri DRE

JAAD14-0007
PAA14-0030

RECEIVED
MAR 18 2014
COMMUNITY DEVELOPMENT DEPARTMENT
CITY OF BIRMINGHAM

Administrative Approval Application Planning Division

Form will not be processed until it is completely filled out

1. Applicant

Name: Kirco Manix Construction
Address: 101 W. Big Beaver, Suite 200, Troy, MI 48084

Phone Number: _____
248-354-5100

Email: _____
kstagner@kirco
manix.com

Property Owner

Name: Jack Reinhart
Address: 555 Old Woodward, Suite 610, Birmingham, MI 48009

Phone Number: _____
313-919-3313

Email: _____
jreinhart@gmail.com

2. Applicant's Attorney/Contact Person

Name: Kirk Stagner
Address: same as above

Phone Number: _____

Fax Number: _____

Email: _____

Shop Drawings:

Name: SABCAD Inc.
Address: P.O. Box 336, Clawson, MI 48017

Phone Number: _____
248-635-9155

Email: _____

3. Project Information

Address/Location of Property: 555 Old Woodward (North End)

Name of Development: 555 Woodward

Parcel ID #: _____

Current Use: Retail

Area in Acres: _____

Current Zoning: B-3

Name of Historic District site is in, if any: N/A

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

Removal of existing storefront systems and replacement with framing to match that proposed for curtainwall at upper

floors of 555 Office space. Insulated glass units are proposed to be clear. Framing finish proposed to be Valspar -

Cashmere pearl

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: Kirk J. Stagner

Date: 3-18-14

CITY OF BIRMINGHAM
Date 04/29/2014 8:54:15 AM
Receipt # 00107311
Amount \$100.00

Application #: <u>14-022</u>	Office Use Only Date Received: <u>4/23/14</u>	Fee: <u>100.00</u>
Date of Approval: <u>4/25/14</u>	Date of Denial: _____	Reviewed by: <u>Sheikh Bushiri</u> DRB

00107311

APPROVED

14-024 5-28-14

Sheik Rashid DRG



City of Birmingham
A Walkable Community

JAA014-0008
DAAU-0032

Administrative Approval Application Planning Division

Form will not be processed until it is completely filled out

1. Applicant

Name: Metro Detroit Signs
Address: 23544 HOOPER RD.
WARREN, MI 48089
Phone Number: 586.759.2700
Fax Number: 586.759.2703
Email: Koeters@metrodetroitsigns.com

Property Owner,

Name: MERRILL STREET INVESTMENTS
Address: 550 W. MERRILL ST.
BIRMINGHAM 48009
Phone Number: _____
Fax Number: _____
Email: _____

2. Applicant's Attorney/Contact Person

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

Project Designer

Name: IDENTITY SIGNS & COMMUNICATIONS
Address: 405 E. 4TH ST.
ROYAL OAK, MI 48067
Phone Number: 248.399.4332
Fax Number: 248.399.4333
Email: _____

3. Project Information

Address/Location of Property: 550 W. MERRILL ST.
BIRMINGHAM 48009
Name of Development: CONIFER
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

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: Paul B. Stott Date: 4/30/14

Application #: <u>14-024</u>	Date Received: <u>5/21/14</u>	Fee: <u>100.00</u>
Date of Approval: <u>5/28/14</u>	Date of Denial: _____	Reviewed by: <u>Sheik Rashid DRG</u>

CITY OF BIRMINGHAM
Date 05/29/2014 11:58:18 AM
Ref 00108321
Receipt 203409
Amount \$100.00

00108321