

DESIGN REVIEW BOARD
MINUTES OF JANUARY 15, 2014
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, January 15, 2014. Acting Chairperson Darlene Gehringer called the meeting to order at 7:17 p.m.

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

Absent: Chairman John Henke; Board Members Vice Chairman Keith Deyer, Shelli Weisberg; Student Representative Caroline Stacey

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

01-01-14

APPROVAL OF MINUTES
DRB Minutes of December 18, 2013

Motion by Mr. Willoughby
Seconded by Mr. Coir to approve the DRB Minutes of December 18, 2013 as previously revised by the recording secretary.

Motion carried, 4-0.

VOICE VOTE

Yeas: Willoughby, Coir, Dukas, Gehringer

Nays: None

Absent: Deyer, Henke, Weisberg

As only four board members were present, the acting chairperson asked if any of the applicants wished to postpone their hearing, as four affirmative votes are needed to pass a motion. All of the applicants agreed to proceed this evening.

01-02-14

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

Zoning: B-2B General Business

Proposal: The applicant proposes to replace three existing name letter signs on a two-tenant, two-story building. The building currently has 48 sq. ft. of signage on the front (east) elevation, and 30 sq. ft. on both the north and south elevations, for a total of 108 sq. ft. There is also an existing sign for The Law Offices of Derrick George that measures 18.5 sq. ft. The total of all existing and proposed signage is 126.5 sq. ft.

Signage: The applicant proposes to install three wall signs. The total linear building frontage is 185 ft., permitting 185 sq. ft. of sign area. The proposed east elevation sign will measure 48 sq. ft. The proposed north and south elevation signs will measure 30 sq. ft. each. The total of all existing and proposed signage is 126.5 sq. ft. which meets the requirements of Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that states for all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. for each linear foot of principal building frontage.

The proposed wall signs will be mounted 10 ft. above grade on the east elevation, and 9 ft. 4 in. above grade on the north and south elevations, 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.

All of the proposed wall signs will be constructed of 1 ½ in. thick capsule-shaped High Density Urethane with computer carved lettering and an acrylic polyurethane enamel finish. On the left side of the sign, letters reading "Berkshire Hathaway Home Services" will be White on a Cabernet (PMS 7659) background. On the right side of the sign, letters reading "HWWB, Realtors" will be Black on a Cream (PMS 9143) background. The proposed signs will be stud mounted to the wall with 1 ½ in. stand-offs.

The building is white masonry with Kelly Green first-story awnings and muted green panels at the entrance, and above and below the second – story windows. The existing signs have gold lettering on black backgrounds and are somewhat subtle in comparison to the building colors. The proposed signs are divided in half with white letters on burgundy backgrounds and black letters on cream backgrounds. The sign colors are the new corporate colors for the company.

In reviewing the proposal, the DRB must consider how the contrasting colors of the signs will work with the existing building colors in accordance with Article 2, 2.02 (c) of the City of Birmingham Sign Ordinance. The Article states that 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.

Illumination: The applicant will use the existing black gooseneck lamps.

Ms. Bashiri advised that the applicant is changing their sign to reflect a new corporate logo. Ms. Dukas thought the use of four sign colors seems out of place and it significantly changes the look of the building.

Mr. Jerry Burke, Managing Partner of Prudential HWWB Realtors, explained that Warren Buffett has purchased the company and they have not let them change the logo colors. Board members recalled several other businesses that moved into Birmingham and were required to change their logo and/or colors in order to meet City standards.

Ms. Bashiri asked Mr. Burke to consider a compromise. One of the issues is the cabernet on top of the large green background. Acting Chairperson Gehringer wanted to see the sign scaled down in size.

Mr. Willoughby spoke to say he has no objection to the size of the sign. It needs to be visible to people driving along Woodward Ave. He suggested that the colors be changed to cream and cabernet, leaving out the black and white.

Mr. Burke agreed to get an answer on that from corporate headquarters.

**Motion by Mr. Willoughby
Seconded by Mr. Coir to approve the sign request for 880 S. Old Woodward Ave., Berkshire Hathaway, using cabernet letters on a cream background for the right side and cream letters on a cabernet background for the left side.**

Motion failed, 2-1.

VOICE VOTE

Yeas: Willoughby, Coir

Nays: Gehringer

Abstain: Dukas

Absent: Deyer, Henke, Weisberg

**Motion by Mr. Willoughby
Seconded by Mr. Coir to conditionally approve the sign request for 880 S. Old Woodward Ave., Berkshire Hathaway, using cabernet letters on a cream background for the right sides and cream letters on a cabernet background for the left sides. Applicant will submit a mock-up sign plan to Ms. Bashiri for administrative approval; or if she does not approve it, the hearing is postponed to the February 5th DRB meeting.**

Motion carried, 4-0.

VOICE VOTE

Yeas: Willoughby, Coir, Dukas, Gehringer

Nays: None

Absent: Deyer, Henke, Weisberg

01-03-14

SIGN REVIEW

260 E. Brown

Valstone Partners

Zoning: B-2 General Business

Proposal: The applicant proposes to install a name letter sign on a multi-tenant, three-story building. The total of existing signage is 52.2 sq. ft. The proposed sign will match the existing signs in color, material, and scale.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 86 ft., permitting 86 sq. ft. of sign area. The proposed name letter sign will measure **8.2** sq. ft. The combined total of all existing and proposed signage will be **60.4** sq. ft. The proposal meets the requirement of 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 wall sign is proposed to be mounted more than 8 ft. above grade. The proposal meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance which states wall signs that project more than 3 in. from the building facade shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk.

The proposed name letter sign will be constructed of bronze-colored metal letters. Letters reading "Valstone" will be ¼ in. thick and 9 in. in height. Beneath, letters reading "Partners" will be ¼ in. thick and 4.75 in. in height. The sign will be stud mounted flush to the wall between the two existing signs.

Illumination: No illumination is proposed at this time.

Motion by Mr. Willoughby

Seconded by Ms. Dukas to approve the sign review application for 260 E. Brown, Valstone Partners, as presented.

Motion carried, 4-0.

VOICE VOTE

Yeas: Willoughby, Dukas, Coir, Gehringer

Nays: None

Absent: Deyer, Henke, Weisberg

01-04-14

DESIGN AND SIGN REVIEW

619 S. Adams

Sola Salons

Zoning: B-2 General Business

Proposal: The applicant proposes to renovate the exterior tenant space of a one and two-story, multi-tenant building. The tenant space was formerly occupied by ACO Hardware in Adams Square. The applicant proposes to add stone cladding to the front façade, install new windows, install light fixtures, install a door on the rear elevation, and new signage.

Front Elevation (West)

The multi-tenant building is currently clad in brick across the entire front elevation overhang and columns. The storefront façade is recessed beneath the building overhang and several businesses have various façade treatments. The applicant proposes to remove the existing bank of storefront windows, and replace it with two sets of storefront windows flanking a double door entry. The new storefront windows will consist two sets of three insulated clear glass windows with Dark Taupe Benjamin Moore Briarwood E-73 aluminum frames. The lower portion of the glass will have a translucent film. The intent is to have the appearance of a large window but to visually buffer the back of some cabinets that will be placed approximately 16 ft. from the glass. The windows will be set in wood or aluminum panels painted Dark Taupe.

The existing glass doors will be removed, and a new double door entry is proposed for the front elevation. The proposed entry doors will be positioned between the two sets of showroom windows. The proposed doors will be constructed of Dark Taupe aluminum, with full height tempered glass and brushed aluminum door pulls.

The applicant proposes to remove the existing brick façade and apply cast stone in a Sandstone color on the walls flanking the windows and the double door entry. Each section of the proposed stone wall will have a 2 ft. w stone pilaster. The existing brick front elevation overhang and columns will remain untouched.

Rear Elevation (East)

The rear elevation currently has a window and two doors. The applicant proposes to remove the two existing doors and fill the openings with CMU and

paint to match the existing wall. The existing window is proposed to be removed and the opening will be enlarged for the installation of a new hollow metal door, painted to match the existing building.

Signage: The applicant proposes to install a **Sign Band** name letter sign and an **Entrance Door** sign. The total linear tenant space frontage is 56 ft. 3 in., permitting 59.25 sq. ft. of sign area. The combined sign area of both signs will be 49.25 sq. ft. in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that states for all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. for each linear foot of principal building frontage.

The **Sign Band** name letter sign is proposed to be mounted 13 ft. above grade. The **Entrance Door** sign is proposed to be mounted 9 ft. above grade, which meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs that project more than 3 in. from the building facade shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk.

The proposed **Sign Band** name letter sign will be constructed of Black aluminum channel letters with Black vinyl perforated faces. The day/night letters will appear black in the daytime, and white at night. Letters reading "Sola Salons" will be 5 in. thick and 2 ft. in height. The proposed sign will be flush mounted to the building.

The proposed **Entrance Door** sign letters will be constructed of cast aluminum with a natural satin finish. Letters reading "Sola Salons" will be 1 in. thick and 6 in. in height. The letters will be flush mounted to the top of the door frame.

Illumination: The applicant proposes to install four sconces on the stone pilasters flanking the doors and the windows. The proposed sconces will be linear surface mount Luminaries manufactured by Bega (4434P.538). The die-cast aluminum fixtures will measure 14 ft. h x 4 ½ in. in dia., and the finish will be Brushed Silver. The proposed lamps will be 18w compact fluorescents.

The applicant proposes to internally illuminate the day/night **Sign Band** name letter sign with white LEDs. The **Entrance Door** sign will be non-illuminated.

Roof-top Screening: The roof-top screening was reviewed in accordance with the Birmingham Zoning Ordinance for roof-top screening and meets the requirements.

Mr. Bert Koseck, Architect, 2441 Dorchester, was present with the business operator, Mr. Mark Armstrong, and the building owner, Mr. Gary Andress. Mr. Koseck advised they propose to remove 59 ft. of storefront and replace it with limestone piers that are complimentary to the Adams Square facade. Translucent film will cover the lower portion of the clear glass windows in order to hide the back of cabinets. Their sign meets all Ordinance requirements.

Mr. Mark Armstrong explained that each operator will lease a salon inside of the facility for their private use.

It was determined that a vinyl street address that is less than 8 inches will be placed at the top of the door.

Motion by Mr. Willoughby

Seconded by Mr. Coir to approve the Design And Sign Review for 619 S. Adams, Sola Salons, as submitted, and the applicant will deal with the address.

Motion carried, 4-0.

VOICE VOTE

Yeas: Willoughby, Coir, Dukas, Gehringer

Nays: None

Absent: Deyer, Henke, Weisberg

01-05-14

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals (none)

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

01-06-14

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 7:58 p.m.

Sheila Bashiri
City Planner