

DESIGN REVIEW BOARD
MINUTES OF JANUARY 21, 2015
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, January 21, 2015. Chairman John Henke called the meeting to order at 7:16 p.m.

Present: Chairman John Henke; Board Members Mark Coir, Natalia Dukas, Shelli Weisberg (arrived at 7:25 p.m.), Michael Willoughby; Student Representative Mitch Boorstein

Absent: Board Member Vice Chairman Keith Deyer; Student Representative Cambria Rush

Administration: Matthew Baka, Sr. Planner
Carole Salutes, Recording Secretary

The chairman again cautioned petitioners that four affirmative votes are needed to pass a motion and only four board members are present this evening. Therefore he offered petitioners the option of postponing their hearing to the next meeting without penalty. Everyone wished to go forward.

01-06-15

APPROVAL OF MINUTES
DRB Minutes of January 7, 2015

Motion by Mr. Willoughby
Seconded by Ms. Dukas to approve the DRB Minutes of January 7, 2015 as presented.

Motion carried, 4-0.

VOICE VOTE
Yeas: Willoughby, Dukas, Coir, Henke
Nays: None
Absent: Deyer, Weisberg

01-07-15

SIGN REVIEW
33495 Woodward Ave.

US Mattress (postponed from January 7, 2015)

Zoning: B-2B General Business

Proposal: The subject site was approved at the April 16, 2014 DRB meeting for a Master Sign Plan for the two-story, multi-tenant building located at 33495 Woodward Ave. Once approved, each tenant was eligible to submit individual tenant signs for Planning Dept. approval. However, the applicant is requesting to install a sign that does not comply with the Master Sign Plan. Accordingly, they are required to return to the DRB for a review of the proposed signage.

Signage: The applicant proposes to install two wall signs. The total linear building frontage is 45 ft., permitting 67.5 sq. ft. of sign area. The proposed "US Mattress" sign will measure 34.63.33 sq. ft. The combined area of both signs will be 69.277 sq. ft. This does not meet the requirement of Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that states for all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. (1.5 sq. ft. for addresses on Woodward Ave.) for each linear foot of principal building frontage. **Accordingly, the applicant will be required to reduce the total signage to 67.5 sq. ft. or less.** They have revised their plans and the application meets the Ordinance now. The other two tenants in the building will generally have the same amount of signage.

The wall signs are proposed to be mounted 11 ft. 8 in. above grade in accordance with 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 and at a height of less than 15 ft. above public alley.

The proposed "US Mattress" sign letters will be constructed of solid brushed aluminum faces with painted silver returns. Letters reading "US Mattress" will be 3 in. thick and 24 in. in height. The backer/raceway will be painted purple (PMS 520c) behind the letters reading "US" and Mississippi Bronze (SW) behind the word "Mattress" to match the building. The sign will be mounted above the canopy in accordance with Article 1.0, Table B of the Birmingham Sign Ordinance, that states wall signs on Woodward Ave. may be no more than 48 in. in height.

Illumination: The signage will be internally illuminated with white LEDs.

Mr. Tim Atar from US Mattress, and Mr. Steve Cullen with Signs by Tomorrow were present. Mr. Cullen noted there is presently a sign on the building. However the "US" is push-through acrylic and it overpowers the "Mattress" part so that it isn't easy to see. Now the text is spread out, the letters are thinner, and the sign is completely halo lit.

**Motion by Mr. Coir
Seconded by Mr. Willoughby to approve the Sign Review for 33495
Woodward Ave., US Mattress, as presented.**

There were no comments on the motion from members of the public at 7:20 p.m.

Motion carried, 4-0.

VOICE VOTE

Yeas: Coir, Willoughby, Dukas, Henke

Nays: None

Absent: Deyer, Weisberg

01-08-15

**DESIGN AND SIGN REVIEW
1137 S. Adams
Lincoln Adams LLC
Exterior renovation**

Zoning: O-2 Office/Commercial

Proposal: The applicant proposes to renovate the exterior of the single-story, multi-tenant building. The proposal includes new storefront window and door systems, sealing and painting the existing block, new columns to be applied to the building, re-cladding the existing canopy and repairing and re-cladding the cupola. The applicant is also proposing to install a new landscaping bed along the south elevation of the building.

Design: The applicant proposes to renovate the existing façade of the building. New black anodized aluminum storefront glass and glazing will replace the existing doors and windows. The brick masonry will be sealed and repainted a neutral sage color. The columns along the west and south sides of the building will be clad with a new masonry base at each column and a new detailed, boxed out millwork package will be installed on each. The existing cupola tower will be repaired and re-clad with new trim and millwork. The applicant is proposing to add two additional bay windows at each end of the south elevation and a new doorway system with sidelights and transom windows at the south end of the east elevation. In addition, the applicant is proposing to install a new section of canopy over the entrance on the south elevation of the building with a surface mounted fascia design that will match the canopy extending west and connecting to the existing canopy.

Landscaping: The applicant is proposing a new landscaping bed along the south elevation of the building that will measure 5 ft. x 60 ft.. The bed will be planted

with a mixture of Dense Yews, Green Jem Boxwoods and Red Baron Crab Trees.

Signage: The existing signage on the building will be removed during the renovation and then reinstalled in the same locations.

Illumination: The applicant is not presently proposing any new lighting.

Ms. Weisberg arrived at this time.

Mr. Kevin Hart, Architect for Mr. Kevin Denha, provided material samples and explained how they will refurbish the building and cupola. The landscaping that is proposed will be a big part of the renovation because they think the south side is a sore spot on the building.

Board members agreed this will be a huge improvement to the building.

Motion by Mr. Coir

Seconded by Ms. Dukas to approve the Design and Sign Review for 1137 S. Adams, Lincoln Adams LLC.

There was no audience left to comment on the motion at 7:30 p.m.

Motion carried, 5-0.

VOICE VOTE

Yeas: Coir, Dukas, Henke, Weisberg, Willoughby

Nays: None

Absent: Deyer

01-09-15

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals (none)

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

01-05-15

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 7:31 p.m.

Matthew Baka
Sr. Planner