

DESIGN REVIEW BOARD
MINUTES OF FEBRUARY 19, 2014
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, February 19, 2014. Acting Chairperson Shelli Weisberg called the meeting to order at 8:10 p.m.

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

Absent: Chairman John Henke; Vice Chairman Keith Deyer

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

Acting Chairperson Weisberg offered petitioners the opportunity to postpone to the next meeting when a full board might be present, but everyone wished to go forward this evening.

02-12-14

APPROVAL OF MINUTES
DRB Minutes of February 5, 2014

Motion by Ms. Gehringer
Seconded by Mr. Coir to approve the DRB Minutes of February 5, 2014 as submitted.

Motion carried, 5-0.

VOICE VOTE

Yeas: Gehringer, Coir, Dukas, Weisberg, Willoughby

Nays: None

Absent: Deyer, Henke

02-13-14

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. This application was reviewed at the January 15, and February 5, 2014 DRB meetings. Both meetings had only four board members in attendance and had varying results in regards to the design of the sign and its appropriateness to the building. The applicant was allowed to submit a mock-up sign plan to the Planning Division for administrative approval and if the color changes were not approved, the hearing was to be postponed to the next DRB meeting. The applicant submitted the revised colors but they could not be administratively approved, so the applicant returns to request that the board review the same revised sign proposal.

At the February 5 meeting the DRB had questions regarding the sign colors, the material, and how it would work with the building. The proposal was postponed and the DRB requested that the applicant consider submitting alternative designs for the sign along with paint and material samples. The same design that was submitted at the last meeting has been submitted once again without any alternatives.

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 Planning Division has determined that the proposed sign is not compatible with the building design. While the north and south elevation signs may work with the building design and color, the S. Old Woodward Ave. elevation does not.** It does not enhance the building and is somewhat overwhelming to the building. The applicant has indicated that the only sign that can be used is the one that has been presented.

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 be 48 sq. ft. The proposed north and south elevation signs will measure 30 sq. ft. each. The total of proposed signage is 108 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 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. This meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that mandates 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.

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 Cream (PMS 9143) on a Cabernet (PMS 7659) background. On the right side of the sign, letters reading “HWWB, Realtors” will be Cabernet on a Cream background. The proposed signs will be stud-mounted to the wall with 1 ½ in. stand-offs.

Illumination:

The applicant will use the existing black gooseneck lamps.

The Planning Division recommends that the DRB deny the sign application for 880 S. Old Woodward Ave. The proposal does not meet the requirements of section 126-514 of the Zoning Code.

Ms. Bashiri noted the applicant has submitted a sample of the materials in the original proposed colors. It was discovered that the Cabernet side of the sample sign has recessed rather than raised letters. Ms. Bashiri found various designs for the sign and sent them to the applicant, but they have not prepared alternatives and still wish to go forward with their original proposal.

Mr. Jerry Burke, an owner of Berkshire Hathaway, said they have a temporary two-tone sign on the building and he has received plenty of compliments on it. Further discussion discovered there has been no permit pulled for the temporary sign and it is illegal.

Mr. Jonathan Townsend with Townsend Signs said the raised and etched letters as depicted on the sample differentiate between the two companies.

Ms. Gehringer said she would like to see a rectangular shaped sign. Mr. Coir was okay with the two colors. Ms. Dukas agreed it is not a particularly great sign for the building. It doesn't fit. Mr. Willoughby was happy with the two colors. He took his pen and made the sign straight and aligned it with the opening. Acting Chairperson Weisberg did not have a problem with the sign and thought the idea of squaring it off is a good one.

Motion by Mr. Willoughby

Seconded by Mr. Coir to approve the submittal for 880 S. Old Woodward Ave., Berkshire Hathaway-HWWB Realtors, with the understanding that the Cabernet side has recessed Cream letters and the Cream side has raised Cabernet letters. The ends would not be round but would be vertical and they would align at the front with the storefront opening with the glass and the marble separating. The south and north elevation signs will also be rectangles that match the front. A permit is required for a temporary sign.

There were no comments from the audience at 8:32 p.m.

Motion carried, 5-0.

VOICE VOTE

Yeas: Willoughby, Coir, Dukas, Gehringer, Weisberg

Nays: None

Absent: Deyer, Henke

02-14-14

DESIGN AND SIGN REVIEW

33757 Woodward Ave.

Shawarma Kingdom

Zoning: B-2B General Business

Proposal: The applicant proposes to install a side elevation window, paint the building, and install two wall signs on a one-story, single tenant building. The building is the former location of How About Lunch. The DRB approved signage for the Pita Stop at the October 16, 2013 meeting and soon after, the new owner decided to change the name to Shawarma Kingdom.

Design: On the north elevation, the applicant proposes to remove an area of existing wall and install a window. The proposed window will measure 73.5 in. w x 48.5 in. h. The proposed window will be double pain Low E glass by Marvin. It will be mounted in an extruded aluminum clad wood frame, painted Sherwood Forest (Behr PP Ultra Flat Matte). **Because the building is located on the lot line, the proposed window glass must be fire-rated.** The applicant proposes to paint the building Riviera Beach (Behr PP Ultra Flat Matte) and the roof and window frames Sherwood Green (Behr PP Ultra Flat Matte).

Signage: The applicant proposes to install two wall signs. The total linear building frontage is 16 ft. 8 in., permitting 25 sq. ft. of sign area. The proposed **Woodward wall sign** will measure 14.7 sq. ft. The proposed **North side elevation wall sign** will measure 7.55 sq. ft. The combined total of both signs will be 22.2 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. (1.5 square feet for addresses on Woodward Ave.) for each linear foot of principal building frontage.

The wall sign is proposed to be mounted over 9.5 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 wall sign background will be constructed of 6mm Alupalite with a digitally printed vinyl face. On **Woodward Ave.**, Red PVC letters reading "Shawarma Kingdom" will be ½ in. thick and 8 in. in height. On the **North side**

elevation, Red PVC letters reading “Middle Eastern Cuisine” will be ½ in. thick and 6.5 in. in height. On each end of both of the proposed signs will be a digital image depicting a Shawarma. The proposed signs will be mounted to the background with ½ in. spacers, and the background will be mounted to the building with 2.5 in. lag screws into studs.

Illumination: No illumination is proposed at this time.

Board members considered that if the shingles are painted the paint might fall off pretty quickly. Mr. George Zahka, the business owner, indicated he has consulted with paint company professionals and they said a special paint will hold between five and seven years. He questioned the need for a fire rated window. Ms. Bashiri advised him to speak with the Asst. Building Official with respect to the fire rating.

Board members were generally in favor of the colors. Ms. Bashiri said the proposed signage meets the Ordinance requirements as far as size. The signs are digitally printed with raised letters. Ms. Phyllis Sherwin from Signs and Designs said the picture will not be raised. Acting Chairperson Weisberg indicated she is not a fan of pictures on signs. Mr. Willoughby and Mr. Coir agreed. Mr. Zahka spoke in favor of keeping the shawarma pictures on the sign.

Ms. Gehringer offered an alternative. In each picture window the applicant could put maximum 3 ft. by 6 ft. picture of a shwarma because he is allowed up to 18 sq. ft. per window. Ms. Sherwin thought they could place a picture on the wall to the left of the door. Ms. Bashiri said it must stay within the allowable signage for the building and be no more that 3” in depth.

Motion by Ms. Gehringer

Seconded by Mr. Coir to approve the Design and Sign Review Application for 33757 Woodward Ave., Shawarma Kingdom, provided the following conditions are met:

- **The size and placement of the window;**
- **The colors are approved; Riviera Beach (Behr PP Ultra Flat Matte) and the trim and shingles on the awning will be Sherwood Green (Behr PP Ultra Flat Matte);**
- **The signage will be Shawarma Kingdom without the pictures on both the east side front of the building and on the north side of the building; and**
- **The sign by the door will be a digital print of the shawarma itself to be administratively approved.**

At 8:54 p.m. there was no one in the audience to speak.

Motion carried, 5-0.

VOICE VOTE

Yeas: Gehringer, Coir, Dukas, Weisberg, Willoughby

Nays: None

Absent: Deyer, Henke

Mr. Zahka said he hopes to open in April.

02-15-14

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 111 Willits, Willits Bldg - Replace front building doors with the exact same door, handles, ect. Only change is going from light brass finish to dark bronze to match trim.
- 555 S. Old Woodward Ave., Pete's Body Shop - Sign face replacement.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments

02-16-14

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 8:56 p.m.

Sheila Bashiri
City Planner