

**DESIGN REVIEW BOARD  
MINUTES OF MARCH 19, 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, March 19, 2014. Chairman John Henke called the meeting to order at 7 p.m.

**Present:** Chairman John Henke; Board Members Mark Coir, Natalia Dukas, Darlene Gehringer, Michael Willoughby; Student Representatives Mitch Boorstein, Cambria Rush

**Absent:** Board Members Vice Chairman Keith Deyer, Shelli Weisberg

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

**03-17-14**

**APPROVAL OF MINUTES  
DRB Minutes of February 19, 2014**

**Motion by Mr. Coir  
Seconded by Ms. Gehringer to approve the DRB Minutes of February 19, 2014 as submitted.**

**Motion carried, 5-0.**

**VOICE VOTE**

Yeas: Coir, Gehringer, Dukas, Henke, Willoughby

Nays: None

Absent: Deyer, Weisberg

**03-18-14**

**SIGN REVIEW  
588 N. Old Woodward Ave.  
Birmingham Wine**

Zoning: O-2 Office Commercial

Proposal: The applicant proposes to add signage to a one-story, two-tenant building. The building is located next to the Birmingham Farmer’s Market. The applicant is seeking to add signage to the front and the side (north) elevations of the building. There is a parking lot on the north side elevation and a tenant at the rear of the building. The

applicant is also seeking to have the portion of the side (north) that is occupied by the tenant designated as the principal building frontage for the purposes of signage. In accordance with Article 3, 3.02, Definitions- **Building Frontage, Principal (PBF)**: The width of the building on the side where the primary entrance to the business is located, which may or may not front a street. The Historic District Commission, Design Review Board or Planning Board may designate an alternate horizontal building width as the principal building frontage for signage purposes.

Signage: The applicant proposes to install two wall signs. The total linear north elevation building frontage is 65 ft., permitting 65 sq. ft. of sign area. The proposed **front sign** will measure 17.6 sq. ft. The proposed **side sign** will measure 9.8 sq. ft. The total combined area of both signs will be 27.4 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 wall signs are proposed to be mounted 9 ft. above grade, meeting 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.

The proposed wall signs will be constructed of Gloss White acrylic letters on matt Black Alupanel. On the **front elevation**, letters reading "Birmingham Wine" will be ½ in. thick and 9 in. in height. Beneath, smaller letters will read "at the Market." On the **side elevation**, stacked letters reading "Birmingham Wine" will be ½ in. thick and 5 in. in height. The sign will be mounted to the building with screws through ½ in. spacers.

Illumination: No illumination is proposed at this time.

Mr. Ed Bosse, Revolution Signs & Design, spoke for the petitioner. He asked that "at the Market" be vinyl rather than raised lettering. The artwork that is currently on the windows and door will be removed.

**Motion by Mr. Willoughby**

**Seconded by Ms. Dukas to approve the Sign Review Application for 588 N. Old Woodward Ave., Birmingham Wine, as presented.**

There were no public comments on the motion at 7:05 p.m.

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Willoughby, Dukas, Coir, Gehringer, Henke

Nays: None

Absent: Deyer, Weisberg

Mr. Bosse indicated they expect to open in about two weeks.

**03-19-14**

**SIGN REVIEW**

**3550 W. Merrill**

**Conifer Holdings, Inc.**

Zoning: R-8 Multiple-Family Residential

Proposal: The applicant proposes to add signage to a two-story, multi-tenant building. The building is the former location of the Birmingham School Board Building. The lower level of the building, which has been enclosed, was previously the parking garage. The proposed sign will be located on the sign band above the first story, and the applicant has been granted naming rights for the building. The proposed signage will be located on the Martin St. elevation, across from the Chester St. Parking Garage.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 60 ft., permitting 60 sq. ft. of sign area. The proposed name letter sign will measure 25.4 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 wall sign is proposed to be mounted 17.7 ft. above grade, meeting 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 and logo will be constructed of aluminum. White channel letters reading "Conifer" will be 2 in. thick and 13 in. in height. The letters will be mounted on a green (PMS 555c) backer cabinet measuring 20.5 in. h x 12.33 in. w x 2.5 in. deep.

The "Pine Tree" logo will be located left of the sign. The green tree shape will be ½ in. thick and 12.4 in. in height and it will be mounted on a 17 in. white "C" and 15.8 in. white "Circle" with ¾ in. stand-offs. The white background will be mounted on a 20.5 in. dia. round green backer cabinet with ¾ in. stand-offs. Both the sign and logo backer cabinet will be flush mounted to the building.

Illumination: The applicant proposes to illuminate the sign with white LED halo backlighting. The proposed logo will not be illuminated.

Ms. Bashiri commented this is a very small sign compared to the size they are allowed to have.

Mr. Michael Garabaglia from Ideation Signs & Communications said they have been given the signage rights for the entire outer facade. The idea is not to maximize the signage but to make sure that it can be seen from Southfield Rd. Board members thought it is tastefully done and keeps the building clean and uncluttered. A sample color board was passed around.

**Motion by Ms. Gehringer**

**Seconded by Ms. Dukas to approve the Sign Review Application for 550 W. Merrill, Conifer, as presented.**

There were no comments from the public at 7:12 p.m.

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Gehringer, Dukas, Coir, Henke, Willoughby

Nays: None

Absent: Deyer, Weisberg

**03-20-14**

**SIGN REVIEW**

**700 Forest**

**Industri Advertising**

Proposal: The applicant proposes to install two signs on a two-story, single-tenant building. The applicant proposes to install a name letter sign on the canopy on the front (north) elevation of the building, and a building identification sign on the south elevation. The rear elevation has a parking lot, and is visible from Chestnut St. In accordance with Article 1, section 1.05, (K), (4)b. building identification signs may be permitted on multi-tenant retail buildings with frontage on two or more streets, provided that the total signage for the building does not exceed the amount provided for in Section 1.04B: Combined Sign Area by more than 25%. The proposal meets this requirement.

Signage: The applicant proposes to install two name letter signs. The total linear building frontage is 67 ft. 4 in., permitting 67.33 sq. ft. of sign area. The proposed **front elevation sign** will measure 13.8 sq. ft. The proposed **rear elevation sign** will measure 6.81 sq. ft. The total combined area for both signs will be 20.6 sq. ft., which meets 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. for each linear foot of principal building frontage.

The **front elevation name letter sign** is proposed to be mounted to the top of the existing canopy which is at least 8 ft. above grade. The **rear elevation sign** is proposed to be mounted 21 ft. 5 in. above grade, in accordance with Article 1.0, Table B of the Birmingham Sign Ordinance that states wall signs 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 a public alley.

The proposed signs will be constructed of brushed aluminum. On the **front elevation**, letters reading "Industri" will be 1 ½ in. thick and 10 in. in height. Beneath, 4 in. high letters reading "advertising" will be cut out of a ⅜ in. thick x 6 in. h sheet of brushed aluminum. The letters reading "Industri" will be mounted to a 1 ½ in. metal plate which will be bolted to the top of the existing canopy. The letters reading "advertising" will be pinned off 1 in. from the front of the canopy valance.

On the **rear elevation**, brushed aluminum letters reading "Industri" will be 1 ½ in. thick and 10 in. in height. The proposed letters will be pinned off 1 in. from the building with appropriate non-corrosive fasteners.

Illumination: No illumination is proposed.

Ms. Bashiri noted that everything falls within the Ordinance requirements.

Ms. Eavan Yaldo was present from Saroki Architecture on behalf of the tenant and the building owner.

**Motion by Ms. Gehringer**

**Seconded by Mr. Coir to approve the Sign Review Application for 700 Forest, Industri, as proposed.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Gehringer, Coir, Dukas, Henke, Willoughby

Nays: None

Absent: Deyer, Weisberg

**03-21-14**

## **MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

### **A. Staff Reports**

-- Administrative Approvals

- 837 Forest Ave., Drs. Vanker and Saad Dental Practice - Changing/updating signage on front and back of building.
- 535 N. Old Woodward Ave., Hickory Hill Condos - Replacing windows style-for-style.
- 1689 Ashford - Egress window well.
- 1039 N. Old Woodward Ave. - Six new windows, same size, color. Upgrading to vinyl.

-- Violation Notices (none)

**B. Communications**

-- Commissioners' Comments (none)

**03-21-14**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:16 p.m.

Sheila Bashiri  
City Planner