

**DESIGN REVIEW BOARD  
MINUTES OF APRIL 2, 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, April 2, 2014. Chairman John Henke called the meeting to order at 7 p.m.

**Present:** Chairman John Henke; Board Members Darlene Gehringer, Shelli Weisberg, Michael Willoughby; Student Representatives Mitch Boorstein, Cambria Rush

**Absent:** Board Members Mark Coir, Vice Chairman Keith Deyer, Natalia Dukas

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

**04-22-14**

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

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

**Motion carried, 4-0.**

**VOICE VOTE**

Yeas: Willoughby, Gehringer, Henke, Weisberg

Nays: None

Absent: Coir, Deyer, Dukas

**04-23-14**

**DESIGN AND SIGN REVIEW  
912 S. Old Woodward Ave.  
Bridal Couture**

Zoning: B-2B General Business

Proposal: The applicant proposes to renovate and add signage to a two-story, two-tenant building. The building is located on the corner of S. Old Woodward Ave. and Landon, and it is the former location of Re/Max Showcase Homes. The entrance to

Kitchens by Richards is located on Landon and the business is at the rear of the building. The applicant, who is also the new owner of the building, is relocating from the current location at 34000 Woodward Ave. on the corner of Woodward Ave., Lincoln and Worth.

The applicant proposes to remove the existing wood siding on the first story of the front elevation to expose the original brick exterior of the building. On the second story, the wood siding will remain in place. The wood siding on the one-story rear will also remain. Any damage to the exposed brick that may result from the removal of the wood siding will be repaired. The newly exposed brick, the remaining wood siding, and the rear cinderblock are proposed to be painted Sensuous Gray (Sherwin Williams, SW7081). The two blue umbrella awnings above the S. Old Woodward Ave. and Landon entrances are proposed to be removed as well. The doors of the two entrances are proposed to be painted Web Gray (Sherwin Williams, SW 7075).

The applicant proposes to add detailing by installing a 4 ¼ in. h crown molding to the top edge of the parapet on the two-story portion of the building on S. Old Woodward Ave. and Landon. The proposed crown molding will be painted a creamy white (Roman Column, Sherwin Williams, SW7562).

The applicant proposes to add detailing to the S. Old Woodward and Landon storefronts. Azek Trim step-back molding is proposed to be installed on the corners to frame the two-story section of the building and to create the illusion of tall columns. The column at the entrance on the corner of S. Old Woodward Ave. and Landon will be wrapped in Azek Trim as well. A new sign band is proposed for the building. Azek Trim step-back molding is proposed to be installed above the first-story windows on the S. Old Woodward Ave. and Landon elevations. The crown molding, the new sign band, the new trim and all of the window frames on S. Old Woodward Ave. and Landon elevations are proposed to be painted a creamy white (Roman Column, Sherwin Williams, SW7562).

Landscaping:

The applicant proposes to remove the existing pine bushes on the S. Old Woodward Ave. elevation and replace them with Knock-Out Everbloom Rose Bushes.

Signage: The applicant proposes to install two name letter signs. The total linear building frontage is 50 ft. 6 in.,, permitting 50.5 sq. ft. of sign area. The wall sign for "Kitchens by Richards" will be removed on the S. Old Woodward Ave. elevation. The Landon elevation wall sign for "**Kitchens by Richards**" measures **13.33 sq. ft.** The **two proposed name letter signs** will measure **15.1 sq. ft. per sign.** The combined total of the existing and proposed signs will be **43.5 sq. ft.** in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area which 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 10.5 ft. above grade, thereby meeting the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that

states 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 sign letters will be constructed of acrylic with a Medium Bronze finish (PMS 0312). Letters reading "Bridal Couture" will be 3/8 in. thick and 14 in. in height. The proposed sign letters will be mounted on the Azek sign band with 3/4 in. stand-off mounting studs.

**In the future, Kitchens by Richards may propose to place signage on the S. Old Woodward Ave. elevation. At that time, a proposal may be submitted to designate the Landon elevation, which is 101 ft. in length, as the principal frontage for the purposes of signage.**

Illumination: The applicant proposes to illuminate the signs with two light bars. The proposed light bars will measure 13 ft. long by 3.5 in. h, and will be constructed of white extruded aluminum. The illumination will be from two rows of T8 high efficiency fluorescent bulbs. An existing light fixture above the Landon entrance will remain in place.

Ms. Amy Pohlod, the petitioner, advised they will locate in the front and on the second story of the building and will take over a little bit of Kitchens by Richards. If they were to remove the wood siding at the back of the building the walls would be too thin because there were service doors there previously. They plan to repair the brick and paint the whole building so that it is all uniform. She showed a sample of the Azek material which will not warp or need repainting. The window frames will all be painted. She passed around a cut sheet showing Zoller Cove crown molding that is made of the foam material and said it will not protrude any higher than the top of the building. They propose to paint it creamy-white (Roman Column, Sherwin Williams, SW7562).

Chairman Henke commented that the proposed building color, Sensuous Gray, has a lot of pink in it. Ms. Pohlod said she will try it out by putting a patch on the rear.

Mr. Willoughby highly recommended that the molding at the top be painted the same color as the building, as opposed to having a white stripe that is disconnected from all of the other white elements.

**Motion by Ms. Weisberg**

**Seconded by Ms. Gehringer to approve the design and sign review application for 912 S. Old Woodward Ave., Bridal Couture, with the exception that the petitioner may seek administrative approval of a color change for either the building or the crown molding.**

**Motion carried, 4-0.**

**VOICE VOTE**

Yeas: Weisberg, Gehringer, Henke, Willoughby

Nays: None

Absent: Coir, Deyer, Dukas

**04-23-14**

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals (none)

**B. Communications**

-- Commissioners' Comments (none)

**04-24-14**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:22 p.m.

Sheila Bashiri  
City Planner