

**DESIGN REVIEW BOARD**  
**MINUTES OF APRIL 15, 2015**  
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 15, 2015. Chairman John Henke called the meeting to order at 7:25 p.m.

**Present:** Chairman John Henke; Board Members Mark Coir, Vice Chairman Keith Deyer, Natalia Dukas, Michael Willoughby; Student Representatives Zoe Bowers, Patrick Rogers

**Absent:** Board Member Shelli Weisberg

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

The chairman cautioned petitioners that four affirmative votes are needed to pass a motion and only five 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.

**04-06-15**

**APPROVAL OF MINUTES**  
**DRB Minutes of January 21, 2015**

**Motion by Mr. Willoughby**  
**Seconded by Mr. Coir to approve the DRB Minutes of January 21, 2015 as presented.**

**Motion carried, 5-0.**

**VOICE VOTE**

Yeas: Willoughby, Coir, Deyer, Dukas, Henke

Nays: None

Absent: Weisberg

**04-07-15**

**DESIGN REVIEW**  
**33495 Woodward Ave.**  
**Woodward and Emmons Building**

Zoning: B-2B General Business

Proposal: Mr. Baka advised the applicant is seeking approval of a decorative lighting feature for the building to be mounted on top of the wing wall located at the southeast corner of the building. The building was approved for an exterior renovation by the DRB on 04.16.14. At that time, a different lighting feature was reviewed by the DRB. However, it was determined by the applicant that the previous design was not feasible. Accordingly, the applicant has now submitted an alternative lighting design for the same area of the building. The current proposal calls for a light box feature to be mounted to the top of the existing wing wall. The existing tall brick wall that rises above the building at the north end of the Woodward Ave. elevation will be extended vertically 7 ft. above the existing wall, which will make it 30 ft. high. The additional height will be created by mounting an internally **illuminated chrome metal light feature** to the top of wall. The feature will be constructed from an 18 in. wide polished chrome frame 8 ft. w x 7 ft. h with translucent ivory acrylic faces at four (4) sides on the frame interior. The ivory faces will be illuminated with continuous white LED's. The LED's will be visible through the internal opening of the chrome frame.

It was noted this building is adjacent to a residential neighborhood and that the intensity of illumination should be considered.

Mr. Roman Bonislowski and Mr. Ron Rea of Ron and Roman Architects were present for the petitioner. Mr. Bonislowski produced a sample of the proposed light showing how bright it would be. He explained their original design was 5 ft. higher than the Ordinance allows. However, when they started looking at it in its diminished verticality it did not have the same impact and didn't work anymore. This design works.

Mr. Deyer questioned why they want a light beacon up there. Mr. Rea said the building is nondescript and that object on the top gives it a sense of location and style. They are trying to make the building look the best that it can look. Mr. Coir viewed the light element on the roof as something up in the sky that adds no additional value to the building.

Mr. Willoughby said one of the things he admires about Ron and Roman is their ability to bring uniqueness to the community. He likes how the proportions of the rectangle relate to the windows. It is nicely composed with the Woodward Ave. facade of the building.

Mr. Deyer expressed his concern about this feature setting a precedent along Woodward Ave. Mr. Rea said the building needs to be seen from a distance by people driving by at 55 mph. The icon at the top adds to the building and to the streetscape. If this proposal is denied nothing will go up.

With respect to setting a precedent, it was discussed that this board has the ability to be subjective with respect to the designs that are presented.

Motion by Mr. Willoughby to approve the lighting feature for 33495 Woodward Ave. as presented. No second was heard.

No further motion was put forward.

**04-08-15**

**DESIGN AND SIGN REVIEW**  
**34602 Woodward Ave.**  
**Audi of Birmingham**

Zoning: B-2/MU-5 General Business

Proposal: Mr. Baka explained the applicant is seeking approval for the building renovation of a one-story, single-tenant building located at 34602 Woodward Ave. The building is the location of Audi of Birmingham, located on the corner of Woodward Ave. and Hazel. The applicant proposes to renovate the façade of the building on all elevations and install new signage.

*Woodward Elevation (West)*

The existing building façade on the Woodward Ave. elevation is proposed to be remodeled with an aluminum curtain wall system with clear glass and a perforated and corrugated metal rain screen cladding with a metal panel back-up. The glass curtain wall will extend up from the ground approximately 21 ft. at the south end of the front façade. The glass will extend north across the front of the building at that height for approximately 84 ft. at which point it will slope quickly to the ground. The remainder of the façade will be clad with the above referenced perforated and corrugated metal rain screen. There will be a double door entrance in the center of the front façade.

*Hazel Elevation (South)*

The façade treatment of glass and metal established on the front elevation will be carried around the corner at the south end of the building to the Hazel side. The applicant is proposing to build a service entrance that includes two (2) overhead roll-up doors, with signage identifying the entrance. The service area entrance is proposed to be clad in composite metal panels in color "Silversmith." The roll-up doors are proposed to be finished to match the composite metal siding. The applicant is proposing a new canopy to be constructed above the service entrance doors that would be clad in the composite metal panels. This elevation will also have four (4) punched window openings and one (1) punched door opening with perforated and corrugated metal rain screen clad covering.

*Rear Elevation (East)*

On the rear elevation, the applicant proposes to continue the composite metal panels proposed on the south side of the service entrance. There will be another roll-up overhead door on the rear elevation that will be finished to match the composite metal panels. There is one hollow metal door to the right of the roll up door that is proposed to be painted to match the composite metal panel.

#### *North Elevation*

On the north elevation, the applicant proposes to replicate the theme of the front elevation by installing a 20 ft. tall aluminum curtain wall system with clear glass and to clad the remainder of the façade with the perforated and corrugated metal rain screen cladding with metal panel back-up.

Signage: The applicant proposes to install two name letter signs, one small sign by the front entrance, and three “Audi” logo signs as part of the building master sign plan. The total linear building frontage is 126 ft. 3 in., permitting 189.375 sq. ft. of sign area. The proposed “**Audi Birmingham**” sign will measure **54.66 sq. ft.** The proposed “**Audi Service Drive**” sign will measure **30 sq. ft.** The sign near the front entrance is proposed to be **6 sq. ft.** The three **Audi logo signs** are proposed to be 13 ft. 6 in. w x 4 ft. 8 in. h. In accordance with article 1.0, table B of the Birmingham Sign Ordinance – wall signs on Woodward may be no more than 48 in. in height. **The logo signs do not meet this requirement.** Accordingly, the height of the logo sign must be reduced to a maximum of 48 in. The combined area of all signs will be **270.33 sq. ft.**

In accordance with 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. (1.5 sq. ft. for addresses on Woodward Ave.) for each linear foot of principal building frontage. **The proposal does not meet this requirement.** Accordingly, the applicant will be required to reduce the signage not to exceed 189.375 sq. ft. All signs are proposed to be mounted more than 8 ft. above grade. 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 and at a height of less than 15 ft. above public alley. **The proposal meets this requirement.**

The proposed name letter signs will be constructed of aluminum channel letters with acrylic faces. The Audi logo signs are proposed to be constructed of formed acrylic with applied chrome surface vinyl.

Illumination: All of the signs are proposed to be internally illuminated with LEDs.

Mr. Fred Lavery, 4408 Park, the property owner, was present with Mr. Mark Karaba, Project Architect with Harley Ellis Devereaux. Mr. Lavery explained that Audi has a new branding concept that the dealers must meet. It is essentially an elevation change; the footprint stays the same.

Mr. Baka noted the entire proposal meets the Ordinance with the exception that the proposed Audi insignia is too high and they are over on the amount of signage. Mr. Lavery announced they have revised these so they meet the Ordinance requirements. He added this has been the Audi design standard for about three years. Mr. Karaba presented material samples and drawings showing the existing elevations along with the new proposed elevations.

Mr. Lavery noted the following:

- This will be a less intense use than it is right now;
- The Triangle District is designed to have more contemporary architecture and this architecture is contemporary;
- Audi's concept is uniquely adaptable to storefronts.

Mr. Karaba explained Audi has a requirement that their showroom be 20 ft. tall. Therefore the whole facade on the front must be raised 6 or 7 ft.

Mr. Baka observed that the north elevation abuts the Players parking lot. Normally in such situations those windows have to be fire rated.

Mr. Deyer noticed the Audi of Birmingham signage is 7 in. off the perforations on the building facade and asked that it be brought back. Mr. Karaba said he will consult the signage engineer.

The chairman requested updated drawings including the signage. The applicant will have to talk with the Building Dept. with respect to the glazing on the north side. Mr. Willoughby announced he would like to see glass on the north side as opposed to a fire rated wall so that the cars can be seen.

**Motion by Mr. Coir**

**Seconded by Ms. Dukas Coir to approve Design and Sign Review for 34602 Woodward Ave., Audi of Birmingham incorporating the changes that were talked about this evening:**

- **Updated drawings that include the revised signage with tear sheets;**
- **Fire rated window on the north side of the building.**

At 8:15 p.m. there was no audience left to comment on the motion.

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Coir, Dukas, Deyer, Henke, Willoughby

Nays: None

Absent: Weisberg

**04-09-15**

## **MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

### **A. Staff Reports**

- Administrative Approvals
  - 555 S. Old Woodward Ave., Suite 21U - Tenant wall sign at west elevation of 555 Building.
  - 700 N. Old Woodward Ave., Alessandra Bridal - Production and installation of 1/2 in. thick raised letters per approved layout and approved square footage.
  - 908 S. Adams, Claymore Shop - Requesting approval to install one (1) awning over each of two (2) doors, matching in exact design, scale and color to the existing awnings over the windows. New awnings to be installed over north and south doors per the rendering.
  - 623 S. Adams, The Varsity Shop - Sign for front of building.
  - 746 Maple Rd. - North wall omitted per applicant
  - 1000 Haynes, Shattuck -
    - 1) Monument - back lot on S. Adams.
    - 2) Monument front yard at corner of Haynes and S. Worth. ATM surround, S. elevation. Channel letters, N. W. and E. elevations.
- Violation Notices (none)

### **B. Communications**

- Commissioners' Comments
  - Mr. Baka noted the Varsity Shop building will probably come down because of severe flooding issues. That is why the business has moved to S. Adams.
  - Mr. Deyer observed the orange awning on Maple Rd. where the first floor is furniture is fading. Mr. Baka replied that is a maintenance issue and he agreed to look into it.

**04-10-15**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 8:20 p.m.

Matthew Baka  
Sr. Planner