

**DESIGN REVIEW BOARD
MINUTES OF APRIL 17, 2013**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, April 17, 2013. Chairman John Henke called the meeting to order at 7:05 p.m.

Present: Chairman John Henke; Board Members Vice Chairman Keith Deyer, Darlene Gehringer, Janet Lekas, Shelli Weisberg, Michael Willoughby; Student Representative Caroline Stacey

Absent: Board Member Mark Coir; Alternate Board Member Robert Goldman

Administration: Sheila Bashiri, City Planner
Mario Mendoza, Recording Secretary

04-25-13

**APPROVAL OF MINUTES
DRB Minutes of April 3, 2013**

**Motion by Mr. Deyer
Seconded by Ms. Gehringer to approve the DRB Minutes of April 3, 2013 as written.**

Motion carried, 6-0.

VOICE VOTE

Yeas: Deyer, Gehringer, Henke, Lekas, Weisberg, Willoughby

Nays: None

Absent: Coir

04-26-13

**SIGN REVIEW
110 Willits
LaSorda incWell**

Zoning: B-4 Business Residential, D-3 Downtown Overlay

Proposal: The applicant proposes to add signage to the tenant space sign band of a multi-tenant, multi-story building. The building was developed under the

Downtown Birmingham Overlay Zoning District Ordinance, and it therefore may use the Overlay District Sign Standards to determine signage requirements. In accordance with Article 1.0, Section 1.10, Overlay District Sign Standards, A., 3, General Standards - The provisions of Section 1.10: Overlay District Sign Standards shall take precedence when in conflict with other provisions of the Sign Ordinance.

Signage: The proposed sign will measure 13.8 sq. ft. While the sign measures 15 3/8 in. in height, the proposed logo measures 24 in. in height. In accordance with Article 1.0, Section 1.10, Overlay District Sign Standards, B, 3 – Sign Standards, a, General: A single external sign band or zone may be applied to the facade of a building between the first and second floors, provided that it shall be a maximum of 1.5 ft. in vertical dimension by any horizontal dimension. The proposal does not meet this requirement.

However, in accordance with Article 2.0, section 2.03 (A) (3) The Historic District Commission, Design Review Board or Planning Board may, upon sign review, allow a logo or other design element to be calculated separately from the rest of the sign, provided that the Historic District Commission, Design Review Board or Planning Board finds the logo or emblem to be an integral part of the sign, and the sign complies with the intent of this Chapter. The Planning Division has determined that the logo should be allowed to be calculated separately from the rest of the sign and the board members agreed.

The proposed name letter sign will be constructed of reversed aluminum channel letters in the colors Blue (PMS 7685), Green (PMS 376), and Black. Blue letters reading “LaSorda” will be ¼ in. thick and 8 in. in height. Beneath, Blue letters reading “Group” will be ¼ in. thick and 2 ½ in. in height. Green and Black letters reading “incWell” will be 2 in. and 4 in. thick, and 11 in. and 15 in. in height. The Green 24 in. dia. circle logo will be located around the “i” in the letters reading “incWell.” The sign will be mounted to the wall with studs sleeved in ½ in. and 2 in. aluminum spacers.

Illumination: The letters reading “incWell” in the proposed sign will be halo backlit with white LED modules.

Ms. Ann Vinceroft with Signgraphix explained their sign proposal has changed and “LaSorda” will no longer be included. The sign will measure 13.3 sq. ft. and the logo is considered to be the circle and the “i” along with the “W”. The circle and “i” are 24 in. in height and the “W” is 15 3/8 in. high. Ms. Vinceroft noted the way the company name is written, the “i” is an integral part of “incWell”. If the “i” portion is removed the corporate brand is gone. Therefore, the logo is integral to the lettering of the name of the company. It was further explained by Ms. Vinceroft that in this font style, the “W” descends below the “ell” and measures somewhere between 3/4 and 7/8” in. high. However it is still under 18 in.

Motion by Ms. Lekas

Seconded by Mr. Willoughby to approve the signage for 110 Willits, incWell.

There were no comments from the public on the motion.

Motion carried, 6-0.

VOICE VOTE

Yeas: Lekas, Willoughby, Deyer, Gehringer, Henke, Weisberg

Nays: None

Absent: Coir

04-27-13

DESIGN REVIEW

**33834 Woodward Ave.
Frame Art**

Zoning: B-2B2 General Business

Proposal: The applicant proposes to renovate the building by constructing an overhang and adding natural stone to the façade of a one-story, single-tenant building. The proposed building currently has painted brick, and is located between Blossoms and Auto Europe (Ducati of Detroit), both of which have large overhangs.

The applicant proposes to construct a new soffit and overhang which will measure 20 ft. 6 in. w x 7 ft. h x 3 ft. deep. The overhang will be located 14 ft. above grade. The overhang will be supported with tie-back braces and clad in staggered 6 ft. long, pre-weathered teakwood planks. The proposed overhang will extend 4 ft. above the existing flat roof, where it will be at a comparable height to the surrounding buildings.

The applicant proposes to add natural stone to entire façade of the building beneath the proposed overhang. The color of the proposed natural stone color is Castle Grey. Galvanized steel backing and mortar will be used to install the proposed stone.

John from Unique Construction, the contractor, indicated the plan is to keep the existing sign and just re-mount it in the center of the overhang, which will be where the bottom of the Frame Art sign is now, to the top of "Blossoms."

Mr. Willoughby noticed that the three drawings submitted by the applicant are different. A sample of the planking was not provided and Ms. Gehringer requested that. Mr. Deyer wanted to see the sign, what the proposal is, how the

whole thing fits together, and how it ties in with the buildings on the other side, all drawn accurately to scale.

Motion by Ms. Gehringer

Seconded by Mr. Deyer to postpone the Design Review for Frame Art to the meeting of May 1, 2013.

There were no comments from the public on the motion.

Motion carried, 6-0.

VOICE VOTE

Yeas: Gehringer, Deyer, Henke, Lekas, Willoughby, Weisberg

Nays: None

Absent: Coir

04-28-13

SIGN REVIEW

33828 Woodward Ave.

Ducati of Detroit

Proposal: The applicant proposes to install three new wall signs on a one-story, single-tenant building. The building has 16.9 sq. ft. of existing signage. The applicant also proposes to cover the existing EIFS with a new layer of EIFS in Reflectit, 255 – TinMan.

Signage

The total linear building frontage is 108 in., permitting 162 sq. ft. of sign area. The **existing Morgan logo** measures 16.9 sq. ft. The **proposed logo sign** will measure 22.7 sq. ft. The proposed **north wall sign** will measure 84.2 sq. ft. The proposed **Service wall sign** will measure 31.2 sq. ft. The total area of all existing and proposed signs will be 155 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 1.5 sq. ft. for each linear foot of principal building frontage for addresses on Woodward Ave. The proposal meets this requirement.

The **logo wall sign** is proposed to be mounted 12.9 ft. above grade. The **north wall sign** and **Service wall sign** are proposed to be mounted 13.4 ft. above grade. This meets 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 feet above a public sidewalk.

The two proposed **north and Service wall signs** will be constructed of Red (PMS 485 2x) aluminum cabinets with 1 in. white acrylic push-thru letters. On the **north sign**, letters reading "DUCATI" will be ½ in. thick and 18 in. in height. At the opposite end, letters reading "DETROIT" will be ½ in. thick and 12 in. in height. On the **Service sign**, letters reading "DUCATI" will be ½ in. thick and 15.81 in. in height. Beneath, letters reading "SERVICE" will be ½ in. thick and 5.87 in. in height.

The proposed **Ducati logo** will be located on the rounded section of the front elevation, and the cabinet will be constructed of Red (PMS 485 2x) aluminum with white vinyl letters and stripes. Letters reading "Ducati" will be 7.92 in. in height. The **Ducati logo** will be 59.06 in. in height.

In accordance with Article 2.0, section 2.03 (A) (3) The Historic District Commission, Design Review Board or Planning Board may, upon sign review, allow a logo or other design element to be calculated separately from the rest of the sign, provided that the Historic District Commission, Design Review Board or Planning Board finds the logo or emblem to be an integral part of the sign, and the sign complies with the intent of this Chapter. The Planning Division has determined that the logo should be allowed to remain at the proposed height.

Illumination: The proposed signs will be internally illuminated with white LEDs. Only the letters and the white elements of the sign will be illuminated.

Ms. Bashiri advised that Auto Europe will become the Ducati dealership. The Morgan logo will remain. She has no issues with the signage as proposed.

Mr. Deyer was bothered by the fact there is 20 ft. of backer between "DUCATI" and "DETROIT." It seems to him the two words should be closer together and that would make the backer smaller.

Kevin Hart, Architect, spoke for Mr. Charles Knoll, CK Investments, the Ducati dealer owner, who was present. Mr. Paul Deeters from Metro Detroit Signs was with them as well. The calculations of the sign were based on the entire length of the space and were pretty much dictated by the Ducati corporate division for marketing. The way the sign is laid out is well within the guidelines for signage.

Mr. Deyer indicated the signage doesn't have to be right at the limit of the Ordinance. This board is supposed to make an aesthetic evaluation. He appreciates what Ducati would like to do but thinks this is a very strange looking sign with a word at either end of a long backer. Lastly, he thinks the sign diminishes the impact of their logo, which he really likes and feels will generate the most business.

Mr. Willoughby noted that even with the background the signage is under the limit. Secondly, he thinks that visually it is a nice composition. Ms. Weisberg

echoed that thought. Ms. Gehringer liked it as well. It was brought out that the red backer will not be lit at night.

Motion by Ms. Gehringer

Seconded by Mr. Willoughby to approve the signage proposal for 33828 Woodward Ave., Ducati of Detroit, as submitted with the correction that there is no LED at the top of the sign band. The illumination will only be at the bottom.

There were no comments from the public on the motion.

Motion carried, 5-1.

VOICE VOTE

Yeas: Gehringer, Willoughby, Henke, Lekas, Weisberg

Nays: Deyer

Absent: Coir

04-29-13

SIGN REVIEW

400 E. Brown St.

Powerhouse Gym

Proposal: The applicant proposes to add a wall sign and a combination wall sign/tenant directory sign on the Brown St. elevation. The applicant was approved for building identification signage on the Woodward and Brown elevations at the August 17, 2011 DRB meeting. The applicant also proposes to add architectural lighting to the building. Powerhouse will have tenant directory signage for two additional tenants; DMC Physical Therapy and Sports Medicine, and Body Pure.

Signage: The applicant proposes to install a wall sign and a combination wall sign/tenant directory sign. Previously, the DRB gave the applicant permission to use the Woodward Ave. frontage for the purpose of calculating the allowed square footage. The total linear building frontage is 85 ft., permitting 85 sq. ft. of sign area. The **existing Woodward Ave. building identification sign** measures 40.9 sq. ft. The **existing Brown St. building identification sign** measures 12.1 sq. ft. The total of the existing signage is 53 sq. ft.

The **proposed Brown St. wall sign** will measure 28.33 sq. ft. The **Powerhouse wall sign portion of the Directory sign** will measure 4.1 sq. ft. The total of the proposed signage will be 32.5 sq. ft. **The total of all existing and proposed signage will be 85.5 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. **The applicant will be required to reduce the sign by .5 sq. ft.**

The **Brown St. wall sign** is proposed to be mounted 8 ft. above grade. The proposed **combination wall sign /tenant directory sign** is proposed to be mounted 1 ft. above grade, in accordance with 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 **Brown St. wall sign** will be constructed of aluminum letters painted grey to match the Woodward Ave. elevation sign. The letters will be mounted on a mesh background which will be attached an aluminum backer painted to match the brick building. Letters reading "Powerhouse" will be 2 in. thick and 10 in. in height. Beneath, 10 in. h letters will read "Gym." The letters will be mounted to a 1 ½ in. raceway.

In accordance with Article 3.0, Definitions, Directory Sign, a sign permit is not required for a directory sign. The proposed **combination wall sign /tenant directory sign** background will consist of the Powerhouse logo and the two tenant names. The proposed sign background will measure 5 ft. h x 3 ft. w, and will be made of an aluminum background painted to match the brick building. The signage will be vinyl applied on the back of a 3/8 in. thick tempered clear glass sign panel with polished edges. The glass will be mounted on the wall with 1 in. x ¾ in. stainless steel removable stand-offs.

A "**Bodybuilder**" logo reading "Powerhouse Gym" will be painted on the top portion of the directory sign.

Stacked Blue and Black letters will reading "**DMC, Physical Therapy and Sports Medicine**" will measure 1.4 sq. ft. **The sign is too large by .4 sq. ft.**

Green and Black letters reading "**Body Pure**" will measure .7 sq. ft.

Illumination: The applicant proposes to illuminate the Brown St. elevation with three up/down sconces. The style is Blade II (662044) in white. The three proposed sconces will be mounted to the wall on either side of the two first-story windows and a narrow beam will be directed up and down the building to create architectural interest. **The mounting height of the sconces must be provided.**

Chairman Henke disclosed that he was contacted by Powerhouse at one point to represent them at the Board of Zoning Appeals ("BZA"). However he was advised by the BZA chairman not to comment as a member of this board.

Motion by Mr. Willoughby

Seconded by Ms. Weisberg to approve the sign review for 400 E. Brown St., Powerhouse Gym, provided one of the signs gets reduced by .5 sq. ft. and the other sign is reduced by .4 sq. ft., and that Chris gives Ms. Bashiri the height of the lights so that it satisfies the City requirements.

There were no comments from the public on the motion.

Motion carried, 5-0.

VOICE VOTE

Yeas: Gehringer, Willoughby, Henke, Lekas, Weisberg

Nays: None

Abstain: Henke

Absent: Coir

04-30-13

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 1025 E. Maple Rd. – Replace existing ground sign panels.
- 1158 W. Maple Rd. –
 - 1) Remove silver maple in front yard to right of porch;
 - 2) Remove broken shutter (all) from both sides of front porch;
 - 3) Paint windows and trim dark green per paint sample SW 6216 Jasper.
- 2233 and 2273 Maple Rd., Maplecrest Apts. – Removing old roofing, installing ice shield, felt, drip edge, and architectural shingles.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

04-31-13

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 7:48 p.m.

Sheila Bashiri
City Planner

APPROVED