

**DESIGN REVIEW BOARD
MINUTES OF MAY 7, 2014**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, May 7, 2014. Chairman John Henke called the meeting to order at 9:15 p.m.

Present: Chairman John Henke; Board Members Mark Coir, Vice Chairman Keith Deyer, Natalia Dukas, Darlene Gehringer, Shelli Weisberg, Michael Willoughby; Student Representatives Mitch Boorstein, Cambria Rush

Absent: None

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

05-31-14

**APPROVAL OF MINUTES
DRB Minutes of April 16, 2014**

**Motion by Ms. Dukas
Seconded Mr. Willoughby to approve the DRB Minutes of April 16, 2014 as presented.**

Motion carried, 7-0.

VOICE VOTE

Yeas: Dukas, Willoughby, Coir, Deyer, Gehringer, Henke, Weisberg

Nays: None

Absent: None

05-32-14

**REVIEW WITHOUT PRESENTATION
554 N. Old Woodward
Merwins Antiques**

Zoning: 0-2 Commercial

Proposal: The applicant proposes to install a wall sign on a one-story, multi-tenant building.

Illumination: The applicant will use the three existing gooseneck fixtures above the sign.

Motion by Ms. Dukas

Seconded Ms. Gehringer to approve the Sign Review Application for 554 N. Old Woodward, Merwins Antiques, as submitted.

Motion carried, 7-0.

VOICE VOTE

Yeas: Dukas, Gehringer, Coir, Deyer, Henke, Weisberg, Willoughby

Nays: None

Absent: None

05-33-14

SIGN REVIEW

800 N. Old Woodward Ave.

Howard Hanna

Zoning: O-2 Office Commercial

Proposal: The applicant proposes to install a building identification sign on a two-story, two-tenant building. The tenant will share the building with Brogan and Partners. The building owner has given the tenant naming rights for the building, and they are seeking to install a non-illuminated logo and name letter sign above the second-story of the building.

Signage: The total linear building frontage is 50 ft. permitting 50 sq. ft. of sign area. Brogan and Partners has used a portion of the allowed signage. The **proposed sign** will measure **39.8** sq. ft. The existing **Brogan and Partners** sign measures **23.5** sq. ft. The combined total area of both signs will be **63.3** 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. for each linear foot of principal building frontage. **The proposal does not meet this requirement.**

In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance – Wall signs may be no more than 36 in. in height. **The proposal does not meet this requirement. However**, in accordance with Article 2, section 2.03 (A)(3) of the Birmingham Sign Ordinance, the DRB may, upon sign review, allow a logo or other design element to be calculated separately from the rest of the sign, provided that the DRB finds the logo or emblem to be an integral part of the sign,

and the sign complies with the intent of this chapter. **If the height of the logo is not included in the sign measurement, it will be 9.8 sq. ft.**

The sign is proposed to be mounted 22 ft. 10 $\frac{3}{4}$ in. 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 **The proposal meets this requirement.**

The proposed name letter sign will be constructed of Green aluminum letters. Letters reading "Real Estate" will be 1 $\frac{1}{2}$ in. thick and 9 $\frac{1}{2}$ in. in height. The green and gold "Howard Hanna" logo will be 3 in. thick and 38 $\frac{1}{2}$ in. in height. The proposed sign letters will be stud mounted to the building with $\frac{1}{4}$ in. stand-offs. The logo will be flush mounted to the wall with expansion anchors.

Illumination: No illumination is proposed for this sign.

Mr. Deyer thought that "Howard Hanna Real Estate" is excessive for naming the building. He would like to see the sign smaller and more appropriate for a building name. Ms. Weisberg felt the sign is extremely unattractive on that building.

Mr. Dan Riley with Howard Hanna said the logo is extremely important to them and something must go along with it. Mr. Willoughby suggested he scale down and treat the logo as part of the sign area. Centering it over the Brogan sign is the right thing to do. Mr. Riley indicated he would like to use as close to 26 sq. ft. as he can.

The consensus was that he should bring in other options for the sign such as scaling down and stacking. In the mean time he can get a temporary banner which Ms. Bashiri can approve.

**Motion by Ms. Gehringer
Seconded Ms. Weisberg to postpone the Sign Review Application for 800 N. Old Woodward Ave., Howard Hanna, and allow a temporary sign with administrative approval.**

Motion carried, 7-0.

VOICE VOTE

Yeas: Gehringer, Weisberg, Coir, Deyer, Dukas, Henke, Willoughby

Nays: None

Absent: None

Motion by Mr. Coir

Seconded Ms. Gehringer to adjourn the DRB meeting and return to the HDC meeting.

Motion carried, 7-0.

VOICE VOTE

Yeas: Dukas, Willoughby, Coir, Deyer, Gehringer, Henke, Weisberg

Nays: None

Absent: None

05-34-14

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

➤ 401 S. Old Woodward Ave., Conway MacKenzie - Face change w/LEDs under Birmingham Place Master Sign Plan.

➤ 619 S. Adams - Modification to storefront windows. Existing field structural conditions required changes.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

05-35-14

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 9:30 p.m.

Sheila Bashiri
City Planner