

**DESIGN REVIEW BOARD
MINUTES OF JUNE 5, 2013**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, June 5, 2013. Chairman John Henke called the meeting to order at 7:35 p.m.

Present: Chairman John Henke; Board Members Mark Coir, Vice Chairman Keith Deyer, Shelli Weisberg; Alternate Board Member Robert Goldman

Absent: Board Members Darlene Gehringer, Janet Lekas, Michael Willoughby; Student Representative Caroline Stacey

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

Chairman Henke cautioned the petitioners that only five board members were present and four affirmative votes are needed to pass a motion. They could postpone and come back to the next meeting if they preferred. Everyone opted to go forward this evening.

06-33-13

**APPROVAL OF MINUTES
DRB Minutes of May 1, 2013**

**Motion by Mr. Coir
Seconded by Ms. Weisberg to approve the DRB Minutes of May 1, 2013 as presented.**

Motion carried, 5-0.

VOICE VOTE

Yeas: Coir, Weisberg, Deyer, Goldman, Henke

Nays: None

Absent: Gehringer, Lekas, Willoughby

06-34-13

**SIGN REVIEW
670 S. Old Woodward Ave.
BoConcept**

Zoning: B-2B General Business

Proposal: The applicant proposes to install a wall sign and a ground sign on the property of a one-story, single-tenant building. The building is the former location of Azar's Oriental Rugs.

Signage: The applicant proposes to install a name letter sign and a ground sign. The total linear building frontage is 150 ft., permitting 150 sq. ft. of sign area. The proposed **name letter sign** will measure 25.2 sq. ft. The proposed **ground sign** will measure 24 sq. ft. per side. The total area of all proposed signage is 73.2 sq. ft. which meets the requirement of 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 **name letter sign** is proposed to be mounted 13 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.

The **ground sign** is proposed to be mounted 8 ft. above grade which meets the requirement Article 1.0, Table B of the Birmingham Sign Ordinance which allows ground signs to be no more than 8 ft. feet above street level or above the adjoining ground, if such ground level is above the street level.

The proposed **name letter sign** letters will be constructed of aluminum with clear acrylic backs. Letters reading "BoConcept" will be 4 ½ in. thick x 2 ft. in height. The proposed sign will be stud mounted flush to the brick.

The proposed **ground sign** will be located near the sidewalk on the north side of the driveway leading to the parking lot. The proposed ground sign will be constructed of .080 Black Aluminum with white acrylic push-thru letters. Horizontal letters reading "BoConcept" will be 1 in. thick and 8.3 in. in height. The proposed sign will be mounted on a 48 in. deep, 12 in. Sonatube. The sign will be supported by a 4 in. square tube steel columns set in concrete.

Illumination: The applicant is proposing to illuminate the halo back-lit **name letter sign** with white LEDs. The push-thru letters in the proposed **ground sign** will be illuminated with White LEDs.

The applicant proposes to replace the four metal safety barriers on the brick platform in front of the building with six **bollard lights**. The proposed Selox MTR 90 fixtures will be 3 ft. high x 3½ in. diameter, with white aluminum housings and black aluminum fixture covers. Compact fluorescent bulbs will be used to illuminate the bollards, and the louvers on the fixture cover will send the light

down towards the ground. The proposed bollards will be anchored 12 in. deep into the ground.

Wall washers are proposed to illuminate the low brick wall attached to the building next to the parking lot. The Forever Brite Sign Liter (SPJ-LSL-12) will measure 13 in. long by 2 in. wide. The proposed ground mounted fixture will have a Satin Bronze finish and will utilize an LED strip.

Mr. Roger Young, Young & Young Architects, spoke to represent Mr. Steve Syzdek, the owner of BoConcept, who was also present. The proposal is to turn the former Azar's Oriental Rugs location into a Danish furniture store. With this application they are not making any alterations to the building itself. Mr. Young went through a slide presentation describing the proposed signage and location.

Mr. Deyer complimented the petitioner, saying the presentation package is one of the most thorough he has seen in years.

Mr. Young noted they hope to be ready for a grand opening in early September.

Ms. Bashiri said signage illumination will have to be turned off at 10 p.m. because the business is located across from residences in the 555 Building.

**Motion by Mr. Deyer
Seconded by Mr. Goldman to approve the Sign and Design Review
Application for 670 S. Old Woodward.**

There were no comments from the public on the motion at 7:46 p.m.

Motion carried, 5-0.

VOICE VOTE

Yeas: Deyer, Goldman, Coir, Henke, Weisberg

Nays: None

Absent: Gehringer, Lekas, Willoughby

06-35-13

**DESIGN AND SIGN REVIEW
2299 E. Lincoln
Studio H2G**

Zoning: MX Mixed Use

Proposal: The applicant proposes to renovate a two-story, single-tenant building located in the Rail District. The proposed building has an enclosed first-story stair entrance, and the second-story sets on supports above an open parking area.

The applicant proposes to replace the existing windows, install new windows, apply EIFS, paint the building, and add lighting and signage.

South Elevation (Lincoln)

On the south elevation, the applicant proposes to replace the existing windows with new Low-E glass windows. The existing alternating solid panels are proposed to be replaced with new Low-E glass windows, in clear aluminum frames. The purpose is to create a continuous row of windows.

The applicant proposes to apply EIFS on the flat panels located above and below the proposed new windows. The proposed EIFS will smooth out the area between the flat panels and the numerous vertical metal frames between them. The applicant proposes to paint the proposed EIFS on the south elevation Wraith (Pratt and Lambert 28-32).

East Elevation (Commerce)

On the east elevation of the building, the applicant proposes to paint the existing red brick. The proposed paint will be Gig' Grey (Pratt and Lambert 28-26). The signage is proposed to be installed on the east elevation.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 79 ft., permitting 79 sq. ft. of sign area. The proposed name letter sign will measure 12 sq. ft., meeting the requirement of 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 sign is proposed to be mounted over 8 ft. above grade which conforms to 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 proposed sign letters will be constructed of brushed silver metal. Letters reading “studio H2G will be 2 in. thick and 8 in. in height. Beneath, smaller letters will read “headstogether including yours.” The proposed letters will be stud mounted to the building with 1 in. stand-offs.

Illumination: The applicant proposes to illuminate the sign with two light fixtures. The proposed fixtures will be satin aluminum finish sign lights (HL-716) with a 24 in. arm. The fixtures will have 90 degree adjustability and 50w MR 16 bulbs.

Mr. Brian Hughes spoke to represent the building owner. They propose to give the building a facelift. The building was built in 1946 and the existing plywood panels are rotting. He went on to describe their proposal.

Mr. Deyer noticed there is no contrast between the proposed sign and the color of the painted brick wall where it will be mounted.

Mr. Adam Pew, partner with Studio H2G, said they design retail around the world. He agreed they will darken the sign.

Motion by Mr. Deyer

Seconded by Ms. Weisberg to approve the Design and Sign Review Application for 2299 E. Lincoln, Studio H2G, providing the applicant meets the following condition:

Submit a revised sign plan, if required, to Ms. Bashiri for approval of an alternate color.

Motion carried, 5-0.

VOICE VOTE

Yeas: Deyer, Weisberg, Coir, Goldman, Henke

Nays: None

Absent: Gehringer, Lekas, Willoughby

06-36-13

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals (none)

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments

Discussion concerned the status of several projects around town.

06-37-13

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 8:05 p.m.

Sheila Bashiri, City Planner