

**DESIGN REVIEW BOARD  
MINUTES OF JUNE 18, 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, June 18, 2014. Chairman John Henke called the meeting to order at 9:15 p.m.

**Present:** Chairman John Henke; Board Members Mark Coir, Natalia Dukas, Darlene Gehringer, Shelli Weisberg; Student Representative Mitch Boorstein

**Absent:** Board Members Vice Chairman Keith Deyer, Michael Willoughby; Student Representative Cambria Rush

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

**06-36-14**

**APPROVAL OF MINUTES  
DRB Minutes of May 7, 2014**

**Motion by Ms. Gehringer**

**Seconded by Mr. Coir to approve the DRB Minutes of May 7, 2014 as presented.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Gehringer, Coir, Dukas, Henke, Weisberg

Nays: None

Absent: Deyer, Willoughby

**06-37-14**

**REVIEW WITHOUT PRESENTATION**

**568 N. Old Woodward Ave.**

**Lola B. Couture**

Zoning: 0-2 Office Commercial

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

Illumination: No illumination is proposed at this time.

Ms. Phyllis Sherwin from Signs and Designs was present to answer questions.

**Motion by Ms. Weisberg**

**Seconded by Ms. Dukas to approve the application for 568 N. Old Woodward Ave., Lola B. Couture, as presented.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Weisberg, Dukas, Coir, Gehringer, Henke

Nays: None

Absent: Deyer, Willoughby

**06-38-14**

## **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. This proposal was postponed at the DRB meeting of May 7, 2014 and the board requested that the applicant scale the sign down and return with alternate proposals. Based on the suggestions from the board members, the applicant has submitted two alternate proposals for the sign.

Signage: The total linear building frontage is 50 ft. permitting 50 sq. ft. of sign area. The existing **Brogan and Partners** sign measures **23.5** sq. ft., which leaves 26.5 sq. ft. available for Howard Hanna. The proposed **Sign A** will measure **26.5** sq. ft. The proposed **Sign B** will measure **15.4** 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 meets this requirement.

The sign is proposed to be mounted 22 ft. 10 <sup>3</sup>/<sub>4</sub> 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 and at a height of less than 15 ft. above a public alley. The proposal meets this requirement.

**Sign A**-The proposed Green (PMS 349) and Yellow (PMS 116) logo reading "Howard Hanna" will be 3 in. thick and 36 in. in height. As suggested at the May 7, 2014 DRB meeting, the applicant stacked letters next to the logo. Green aluminum letters reading "Real Estate Services" will be 1 ½ in. thick and 5 ½ in. in height. The proposed sign letters will be stud mounted to the building with ¼ in. stand-offs. The logo will be flush mounted to the wall with expansion anchors.

**Sign B**-The proposed Green (PMS 349) and Yellow (PMS 116) logo reading "Howard Hanna" will be placed above the name letter sign. Letters reading "Real Estate Services" will be 1 ½ in. thick and 4 ½ in. in height. The proposed sign letters will be stud mounted to the building with ¼ in. stand-offs. The logo will be flush mounted to the wall with expansion anchors.

Illumination: No illumination is proposed for this sign.

Mr. Dan Riley with Howard Hanna indicated that Sign B is the design they use all the time. It is their preference.

**Motion by Mr. Coir**

**Seconded Ms. Gehringer to accept the proposal for the Howard Hanna sign with Real Estate Services centered underneath the logo.**

There were no comments on the motion from members of the public at 9:20 p.m.

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Coir, Gehringer, Dukas, Henke, Weisberg

Nays: None

Absent: Deyer, Willoughby

**06-39-14**

**SIGN REVIEW**

**1601 E. 14 Mile Rd.**

**Elie Wine Co.**

Zoning: B-2B General Business

Proposal: The tenant space was reviewed and approved for design and signage at the October 16, 2013 DRB meeting. When the application for a sign permit was submitted to the Building Dept. and reviewed by the Planning Dept., it was

found to have several changes that differed from the originally approved plans. The applicant proposes to change the sign color, material, size, font, mounting and lighting details.

**Signage:** The applicant proposes to install a name letter sign and a logo wall sign. The total linear building frontage is 26 ft. 6 in., permitting 26.5 sq. ft. of sign area. The proposed name letter **tag line sign** will measure 12.84 sq. ft. The proposed **logo wall sign** will measure 13.44 sq. ft.. The total area of both signs will measure 26.28 sq. ft. which is in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that 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. (1.5 sq. ft. for addresses on Woodward Ave.) for each linear foot of principal building frontage.

The name letter **tag line sign** is proposed to be mounted 10 ft. 4 in. above grade. The **logo wall sign** is proposed to be mounted 5 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 a public alley. **The proposal meets this requirement.**

The proposed **tag line sign** channel letters will be constructed of reverse welded aluminum painted a bronze color (PMS #464). Letters reading "Wine Merchant-Wineware" will be 2 in. thick and 10 in. in height. The small circle in the center of the tag line will read "EWC". The proposed sign letters will be stud-mounted on the sign band with 2 in. stand-offs.

The proposed **logo wall sign** will be constructed of reverse welded aluminum painted a bronze color (PMS #464). The push-thru letters will be constructed of clear acrylic with white light diffuser vinyl. The letters will be flush with the face of the logo and will read "Elie" in the center, Elie "Wine Company" on top and "Detroit, Michigan" on the bottom. The proposed logo sign will be recessed, flush into the fiberglass panel.

### **Illumination**

The applicant proposes to illuminate the **tag line sign** with white LED halo-backlighting. The proposed **logo wall sign** will be back-lit with LEDs.

Mr. Baka indicated that the proposal meets all Ordinance requirements. Chairman Henke said he personally is fine with the new sign.

Mr. John Hadad and Mr. Elie Boudt represented the applicant. Mr. Boudt said he wants the sign to reflect some of what takes place inside the building. He would love to host board members in his store.

### **Motion by Ms. Gehringer**

**Seconded Mr. Coir to approve the revised proposed signage for 1601 E. 14 Mile Rd., Elie Wine Co.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Gehringer, Coir, Dukas, Henke, Weisberg

Nays: None

Absent: Deyer, Willoughby

**06-40-14**

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals

➤ 555 S. Old Woodward Ave.(north end) - Removal of existing storefront systems and replacement with framing to match that proposed for curtainwall at upper floors of 555 office space. Insulated glass units are proposed to be clear. Framing finish proposed to be Valspar - Cashmere Pearl.

➤ 550 W. Merrill St., Conifer - Sign replacement.

-- Violation Notices (none)

**B. Communications**

-- Commissioners' Comments (none)

**06-41-14**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 9:28 p.m.

Matthew Baka  
Sr. Planner