

**DESIGN REVIEW BOARD
MINUTES OF JUNE 19, 2013**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, June 19, 2013. Chairman John Henke called the meeting to order at 7:42 p.m.

Present: Chairman John Henke; Board Members Mark Coir, Darlene Gehringer, Janet Lekas

Absent: Board Members Vice Chairman Keith Deyer, Shelli Weisberg, Michael Willoughby; Alternate Board Member Robert Goldman; Student Representative Caroline Stacey

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

Chairman Henke cautioned the petitioners that only four board members were present and four affirmative votes are needed to pass a motion. They could postpone and come back to the next meeting on July 17 without penalty if they preferred. Everyone opted to go forward this evening.

06-38-13

**APPROVAL OF MINUTES
DRB Minutes of June 5, 2013**

**Motion by Mr. Coir
Seconded by Ms. Gehringer to approve the DRB Minutes of June 5, 2013 as submitted.**

Motion carried, 4-0.

VOICE VOTE

Yeas: Coir, Gehringer, Henke, Lekas

Nays: None

Absent: Deyer, Weisberg, Willoughby

06-39-13

**SIGN REVIEW
950 S. Old Woodward Ave.
Legacy Dental Group**

Zoning: B-2B General Business

Proposal: The applicant proposes to add a building identification sign to a two-story, two-tenant building. The applicant is located on the second story of the building above Wittock Kitchen and Bath, and was given naming rights for the building. The existing Wittock sign is 100 sq. ft.

Signage: The total linear building frontage is 100 ft. permitting 100 sq. ft. of sign area. The proposed name letter sign will measure 24.9 sq. ft., which does not meet 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. However, Article 1.0, Section 1.05, K.(4) (b), of the Birmingham Sign Ordinance states that building identification signs may be permitted on multi-tenant retail buildings, provided that the total signage for the building does not exceed the amount provided for in Section 1.04B: Combined Sign Area, by more than 25%. The proposal meets this requirement.

The **name letter sign** is proposed to be mounted 24 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 proposed name letter sign will be constructed of Black PVC. Letters reading "Legacy" and will be ½ in. thick and 17.5 in. in height. Letters reading "Dental Group" will be ½ in. thick and 7 in. in height. The letters will be stud mounted to the building with 1 in. stand-offs.

Illumination: No illumination is proposed at this time.

Ms. Bashiri announced this proposal complies with the Ordinance.

Motion by Ms. Lekas

Seconded by Mr. Coir to approve the signage for Legacy Dental Group, 950 S. Old Woodward Ave.

There were no comments from the public at 7:47 p.m.

Motion carried, 4-0.

VOICE VOTE

Yeas: Lekas, Coir, Gehringer, Henke

Nays: None

Absent: Deyer, Weisberg, Willoughby

06-40-13

SIGN REVIEW
765 E. Maple Rd.
The Tutoring Center

Zoning: B-2 General Business

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

Signage: The total linear building frontage is 18 ft. permitting 18 sq. ft. of sign area. The proposed name letter sign will measure 18 sq. ft., in accordance with 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 16 ft. 5 in. above grade, meeting 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 ft. above a public sidewalk.

The proposed **name letter sign** will be constructed of aluminum with White acrylic faces with Silver trim and returns. Letters reading "The Tutoring Center" will be 3 in. thick and 10.26 in. in height. The 16 in. h x 14.77 in. w logo will be located left of the sign. The proposed sign will be mounted on a 6 in. h x 4 in. thick raceway painted to match the building brick, and bolted to the wall.

Illumination: The proposed sign will be internally illuminated with LEDs.

Ms. Bashiri stated that everything meets Ordinance requirements.

Motion by Ms. Gehringer
Seconded by Ms. Lekas to approve 765 E. Maple Rd., The Tutoring Center,
as proposed.

There were no comments from the audience at 8:50 p.m.

Motion carried, 4-0.

VOICE VOTE

Yeas: Gehringer, Lekas, Coir, Henke

Nays: None

Absent: Deyer, Weisberg, Willoughby

06-41-13

DESIGN AND SIGN REVIEW
33692 Woodward Ave.
Domino's Pizza

Zoning: B-2B General Business

Proposal: The applicant proposes to install a new wall sign on a one-story, multi-tenant building. On May 6, 2013, at approximately 8:00 p.m., a member of the Planning Division and a member of the Building Department observed the sign being mounted on the building. The following day they both investigated and reported the existing box sign had been removed and replaced with a new sign without Planning approval, sign permits and electrical permits. The applicant was given a violation notice and a date certain that the sign must be removed in order to avoid a ticket and court date. Also, the new sign had an 8 in. raceway, which, according to the Ordinance, is not allowed. The sign was removed and a large yellow area where the previous box sign was located was left exposed and damaged against the existing white wall. When the sign contractor came in to apply for a permit, they were informed that 1) the sign did not comply with the Ordinance; 2) the applicant must get Planning approval first; and 3) the wall would need to be repaired.

On May 15, 2013, a member of the Planning Division noted that the tenant space had been painted Gold. The applicant was notified that the building must be returned to white. Code Enforcement observed that the building was still painted gold, so public notices were sent out for a Design and Sign Review. The building has since been returned to the original white color.

It has also been observed that the building has a large box sign on the north elevation. No records can be found to determine when or if a sign permit was issued for the previous Woodward Ave. elevation box sign, or the existing north elevation box sign.

Design: If the applicant wants to paint the building any other color than white, a paint sample and color number must be provided.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 22.6 ft., permitting 33.9 sq. ft. of sign area. The **proposed name letter sign** will measure 33.6 sq. ft. The **existing box sign** measurements were not provided, but it is larger than the total area that would be allowed for both signs. 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 square foot (1.5 square feet for addresses on Woodward Avenue) for each

linear foot of principal building frontage. **The proposal does not meet this requirement.**

The wall sign is proposed to be mounted over 8 ft. above grade which meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that states wall signs projecting 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 **proposed name letter sign** will be constructed of Black aluminum sides w/ vinyl covered White Plexiglas faces. Letters reading "Domino's" will be 5 in. thick, and will set on a Gold line. The Red, Blue and White "Domino's Pizza Box" logo will be located on the end of the sign. The proposed sign will be flush-mounted on the wall with a 4 in. thick raceway.

With the proposed new sign and the existing box sign, the proposal is over the allowed combined area by more than .3 sq. ft. The existing box sign must be removed before the new sign may be installed.

Illumination: The proposed sign will be illuminated with white LEDs.

Mr. Ronnie Asmar, whose father is a local franchisee for that store, said it is critical for the business to get a sign up. Ms. Bashiri told him he won't get a permit for the new sign until the box sign on the side is taken down and the building is painted white where the sign was located.

Motion by Ms. Lekas

Seconded by Mr. Coir to approve the signage for 33692 Woodward Ave., Domino's Pizza, provided the new signage does not have a raceway of more than 4 in., the old sign on the side of the building is taken down, the building will remain white, and the area where the old sign was taken down will all be painted white.

There were no comments from the public on the motion at 8 p.m.

Motion carried, 4-0.

VOICE VOTE

Yeas: Lekas, Coir, Gehringer, Henke

Nays: None

Absent: Deyer, Weisberg, Willoughby

06-42-13

SIGN REVIEW

100 W. Fourteen Mile Rd.

Grape Vine Market

Zoning: R-1A Single-Family Residential

Proposal: The applicant proposes to install seven new awnings and signage on a one-story, single-tenant building. The building is located at the southeast corner of 14 Mile Rd. and Pierce. The building has an existing ground sign which will remain in place.

Design: The applicant proposes to install seven new awnings constructed of Black (6008) acrylic Sunbrella fabric.

The applicant proposes to install three awnings that will be connected over the entry and the flanking windows on the **southeast corner** of the building.

- The proposed **southeast corner entry awning** will be 11 ft. 5 in. wide x 5 ft. 2 in. high x 3 ft. 5 in. deep.
- The proposed **south elevation awning** over the window will be 17 ft. 9 in. wide x 5 ft. 2 in. high x 3 ft. 5 in. deep.
- The proposed **east elevation awning** over the window will be 13 ft. 3 in. wide x 5 ft. 2 in. high x 3 ft. 5 in. deep. The proposed awnings will be mounted 9 ft. above grade.

On the **east** elevation the applicant proposes to install four awnings over the glass block windows. The proposed closed end awnings will each be 6 ft. 4 in. wide x 3 ft. 5 in. high x 11 in. deep.

Signage: New signage is proposed for the valance over the entry and the flanking windows on the **southeast corner** of the building. The signage will consist of White lettering painted onto the canvas. Where there is no signage, a 1/2 in. Gingko Green stripe is proposed to be centered on the valance.

- The proposed **southeast corner entry awning signage** will read "Grape Vine Market" and will be 3.3 sq. ft.
- The proposed **south window awning signage** will read "Cigars-Craft Beer" and will be 3.3 sq. ft.
- The proposed **east corner entry awning signage** will read "Liquor-Fine Wine" and will be 3.2 sq. ft.

The total linear building frontage is 25.5 ft., permitting 25.5 sq. ft. of sign area. The **proposed awning signage** will measure 9.8 sq. ft. The **existing ground sign** measures 28 sq. ft. per side, for a total of 56 sq. ft. The combined area of all signage will be 65.8 sq. ft. Article 1.0, section 1.04 (B) of the Birmingham Sign

Ordinance, Combined Sign Area, 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 proposal does not meet this requirement. However, in accordance with Article 3, Section 3.02 Definitions - Building Frontage, Principal (PBF): The width of the building on the side where the primary entrance to the business is located, which may or may not front a street. The Historic District Commission, Design Review Board or Planning Board may designate an alternate horizontal building width as the principal building frontage for signage purposes. For the purposes of signage, the **east elevation**, which measures 82.6 ft., was previously designated as the principal building frontage.

Illumination: No illumination is proposed at this time.

It was discussed there is illegal neon in the window along with more than 12 sq. ft. of signage. Pierce has been designated the principal building frontage.

Mr. Roger Eiskamp from Marygrove Awnings was present with Mr. Angus White, the business owner. Mr. White indicated he has recently purchased the business. Chairman Henke explained the alternative to the illegal neon window signage is to put it up inside the building and back 3 ft. from the glass. Also, they are allowed an A-frame sign. The group joined in declaring that the design enhances the building.

Motion by Ms. Gehringer

Seconded by Ms. Lekas to approve the application for 100 W. Fourteen Mile Rd., Grapevine Market, as submitted. The interior window signage must be kept in compliance with the Ordinance at 12 sq. ft. per side, and the neon signs will be removed to the extent that there will be only one "Open" neon sign that cannot blinking or moving.

Motion carried, 4-0.

No one from the audience wished to comment on the motion at 8:14 p.m.

VOICE VOTE

Yeas: Gehringer, Lekas, Coir, Henke

Nays: None

Absent: Deyer, Weisberg, Willoughby

06-36-13

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals (none)

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

06-37-13

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 8:15 p.m.

Sheila Bashiri, City Planner

APPROVED