

**DESIGN REVIEW BOARD  
MINUTES OF JULY 17, 2013**  
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, July 17, 2013. Chairman John Henke called the meeting to order at 8:02 p.m.

**Present:** Chairman John Henke; Board Members Mark Coir, Darlene Gehringer, Shelli Weisberg, Michael Willoughby; Alternate Board Member Robert Goldman

**Absent:** Board Members Vice Chairman Keith Deyer, Janet Lekas; Student Representative Caroline Stacey

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

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

**07-45-13**

**APPROVAL OF MINUTES  
DRB Minutes of June 19, 2013**

**Motion by Ms. Gehringer  
Seconded by Mr. Goldman to approve the DRB Minutes of June 19, 2013 as submitted.**

**Motion carried, 6-0.**

**VOICE VOTE**

Yeas: Gehringer, Goldman, Coir, Henke, Weisberg, Willoughby

Nays: None

Absent: Deyer

**07-46-13**

**SIGN REVIEW WITHOUT PRESENTATION  
470 N. Old Woodward Ave.  
Abood Law Firm**

Zoning: B-4 Business Residential

Proposal: The applicant proposes to install a name letter sign on the sign band of a two-story, multi-tenant building. The applicant is located on the second story of the building above the new "Market Restaurant." The proposed sign will be located above the restaurant in the same location as the previous tenant's sign (Niagara Murano). Market signage will possibly be located above the entrance (T.B.D.).

Illumination: No illumination is proposed at this time.

Mr. Ron Rea, Ron and Roman Architects, said the minimal signature sign for "Market" will go right over the door.

**Motion by Mr. Willoughby  
Seconded by Ms. Gehringer to approve the Sign Review for 470 N. Old  
Woodward Ave., Abood Law Firm, as submitted.**

No one from the audience wished to speak at 8:08 p.m.

**Motion carried, 6-0.**

VOICE VOTE

Yeas: Willoughby, Gehringer, Coir, Goldman, Henke, Weisberg

Nays: None

Absent: Deyer

**07-47-13**

**SIGN REVIEW  
33535 Woodward Ave.  
Brain Balance Achievement Centers**

Zoning: B-2B General Business

Proposal: The applicant proposes to add two wall signs to a two-story, two-tenant building. The tenant shares the building with Woodward Camera in the space which was formerly leased by Lido Gallery. Woodward Camera currently has an existing 93.33 sq. ft. pole sign (46.66 sq. ft. per side). As a result, Woodward Camera has the bulk of signage that the building is allowed. The tenants have separate addresses and like the previous tenant, the applicant will use the north elevation as their principal frontage to determine the amount of signage that is allowed.

Signage: The applicant proposes to install two wall signs. The total linear building frontage is 70 ft., permitting 105 sq. ft. of sign area. The proposed

**entrance elevation name letter sign** will measure 28.2 sq. ft. The proposed **South facing elevation name letter sign** will measure 50.25 sq. ft. The total area of both signs will be 78.5 sq. ft., in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area which 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 **entrance wall sign** is proposed to be mounted 11.8 ft. above grade. The **South facing wall sign** is proposed to be mounted 17.6 ft. 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 sign letters will be constructed of Aluminum with applied vinyl on acrylic faces. On the **Entrance** (east) elevation Black channel letters reading "Brain Balance" will be 5" thick and 10 in. in height. Beneath, an 8 in. h x 5 in. thick black capsule with green letters will read "Achievement Centers." The 38 in. h x 38 in. w green and orange "Brain" logo capsules will be located above the letters.

In accordance with Article 2.0, Section 2.03, A (3), Computation, 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.

On the **South facing elevation** Black channel letters reading "Brain Balance" will be 5 in. thick and 21 in. in height. Beneath, a 12 in. h x 5 in. thick black capsule with green letters will read "Achievement Centers." The 36 in. h x 36 in. w Green (PMS 116 u 2x) and Orange (PMS 382 u 2x) "Brain" logo capsules will be located on the left side of the letters. The signs will be mounted on a 4 in. thick raceway, which will be bolted to the building.

Illumination: The applicant submitted light fixture cut sheets; however, information regarding the location of the fixtures and the bulb type and wattage was not provided.

Ms. Bashiri said she determined from research that the green and orange symbol constitutes the applicant's logo. Mr. Jack Kemp from Signs by Tomorrow advised the organization endeavors to take children to another level in their education. Mr. Kemp explained the logo will be encased with translucent vinyl that is lit inside with LEDs. The "Brain Balance" on both walls will be channel letters lit again with LEDs. The front will have a white Lexian covering with black perforated vinyl that shines through white at night and black during the day.

“Achievement Center” will be cams like a capsule, also lit with LEDs. The existing pole sign is not changing.

Mr. Kemp pointed out where all of the signage will be located. Ms. Bashiri indicated the amount of signage meets Ordinance requirements.

**Motion by Mr. Willoughby**

**Seconded by Mr. Goldman to approve the sign review for 33535 Woodward Ave., Brain Balance Achievement Centers, as submitted.**

**Motion carried, 6-0.**

VOICE VOTE

Yeas: Willoughby, Goldman, Coir, Gehringer, Henke, Weisberg

Nays: None

Absent: Deyer

**07-48-13**

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals

- 1000 S. Old Woodward Ave. – Renovate a portion of the storefront in accordance with prior approval.
- 35075 Woodward Ave. – Change of faceplate only on existing pole sign from Pepsi to Coca-Cola which was originally approved by the City years ago.
- 885 N. Old Woodward Ave., Oakwood Manor Condominiums – Remove existing cedar deck boards and replace with composite decking. Size will be the same and no change to current railings.

-- Violation Notices (none)

**B. Communications**

-- Commissioners' Comments (none)

**07-49-13**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 8:30 p.m.

Sheila Bashiri  
City Planner

APPROVED