

**DESIGN REVIEW BOARD**  
**MINUTES OF AUGUST 7, 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, August 7, 2013. Chairman John Henke called the meeting to order at 7:05 p.m.

**Present:** Chairman John Henke; Board Members Mark Coir, Vice Chairman Keith Deyer, Darlene Gehringer

**Absent:** Board members Janet Lekas, 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 without penalty if they preferred. Everyone opted to go forward this evening.

**08-50-13**

**APPROVAL OF MINUTES**  
**DRB Minutes of July 17, 2013**

**Motion by Ms. Gehringer**  
**Seconded by Mr. Coir to approve the DRB Minutes of July 17, 2013 as presented.**

**Motion carried, 4-0.**

**VOICE VOTE**

Yeas: Gehringer, Coir, Deyer, Henke

Nays: None

Absent: Lekas, Weisberg, Willoughby

**08-51-13**

**MASTER SIGN PLAN REVIEW**  
**33717-33745 Woodward Ave.**  
**Woodward Mercantile Building**

Zoning: B-2B General

Proposal: The applicant proposes to create a Master Sign Plan for the newly constructed one-story, multi-tenant building and install a building identification sign for the Woodward Mercantile Building. The building is being constructed in the former location of Woodward Gardens, next to the former How About Lunch, and Floyd's 99 Barbershop. The Planning Division determined that a Master Sign Plan is necessary to determine how much signage each tenant should have, and to control the quality of the signage. The applicant also proposes to install rear signs for each tenant.

The total linear building frontage is 80 ft., permitting 120 sq. ft. of sign area.

**Master Sign Plan**

The total linear building frontage is 80 ft., permitting 120 sq. ft. of sign area. The tenant signage has been allocated as follows:

- Building Identification Sign – 24 sq. Ft.
- Tenant A – 29 sq. ft.
- Tenant B – 38 sq. ft.
- Tenant C – 29 sq. ft.

Total Allowable Sign Area = 120 sq. ft.

The applicant proposes two signs in addition to the building identification sign.

The proposed areas will measure as follows:

- Woodward Mercantile Building (Building ID Sign) - 20 sq. ft.
- The UPS Store (Tenant A) - 28.5 sq. ft.
- Jersey Mike's Subs (Tenant C) - 28.6 sq. ft.
- Tenant B - Vacant

Total Proposed Sign Area = 77.1 sq. ft.

The proposal meets the requirement of 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 1.5 sq. ft. for addresses on Woodward Ave. for each linear foot of principal building frontage.

The proposed Building Identification Sign will be mounted on the top portion of the building 19 ft. 4 in. above grade. All proposed tenant signs will be mounted on the recessed sign band approximately 15 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.

***Woodward Mercantile Building***

The applicant proposes to install a name letter sign. The proposed sign letters will be constructed of routed mirror polished flat cut stainless steel. Letters reading "Woodward Mercantile Building" will be ½ in. thick and 4 in. in height. The proposed sign will be pin mounted to the building with stainless steel fasteners and 2 in. aluminum stand-offs.

Illumination: No illumination was proposed.

### ***The UPS Store***

The applicant proposes to install a name letter sign. The proposed channel letters will be constructed of aluminum frames with acrylic faces. White letters with brown trim caps, reading "The UPS Store" and will be 5 in. thick and 17.5 in. in height. The 24 in. h x 21 in. w "UPS Shield" logo located on the right side will have a brown and gold acrylic face. The proposed sign will be flush-mounted to the building with aluminum fasteners.

Illumination: The applicant proposes to illuminate the sign with White Teramax LEDs.

### ***Jersey Mike's Subs***

The applicant proposes to install a name letter sign. The proposed channel letters will be constructed of aluminum frames with acrylic faces. Red letters with black returns reading "Jersey Mike's Subs" and will be 5 in. thick and 20.5 in. in height. The proposed sign will be flush mounted to the building with 3/8 in. anchor bolts.

Illumination: The applicant proposes to illuminate the sign with Red LEDs.

### ***Rear Entrance Signs***

In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance – Rear Entry Signs, each tenant is allowed one sign, maximum 6 sq. ft. (not counted toward total sign area). The applicant proposes to allow each tenant to install one rear entry sign. The proposed signs will be constructed of ¼ in. thick flat cut aluminum letters painted Sherwin Williams "Bronzetone".

The proposed sign may be a maximum of 18 in. h and a maximum of 42 in. wide for a total of no more than 5.25 sq. ft. The proposed letters will be pinned ½ in. off from the building face and will be mounted 5 ft. above grade.

Illumination: No illumination was proposed.

Mr. Roman Bonislowski, Ron and Roman Architects, described the rear elevation signs at each door as being very diminutive. Each tenant will have green screen growing elements along the rear. Underneath the awnings there are cylindrical down lights at each door, and one centered over each sign. The façade along Woodward Ave. will be hard coat plaster painted Ivory with Champaign colored

aluminum sash and lacquered entry doors. He noted they went through two iterations at the Planning Board to get the plan to where everyone was happy with it.

**Motion by Mr. Deyer**

**Seconded by Ms. Gehringer to approve the Design Plan for 33717-33745 Woodward Ave., Woodward Mercantile Building, as submitted.**

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Deyer, Gehringer, Coir, Henke

Nays: None

Absent: Lekas, Weisberg, Willoughby

It was discussed that the signs for Jersey Mike's Subs and The UPS Store follow their trademarks and meet the criteria of the Master Sign Plan.

**Motion by Ms. Gehringer**

**Seconded by Mr. Deyer to approve the Sign Review for The UPS Store at 33717 Woodward Ave., as proposed.**

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Gehringer, Deyer, Coir, Henke

Nays: None

Absent: Lekas, Weisberg, Willoughby

**Motion by Mr. Coir**

**Seconded by Mr. Deyer to approve the Woodward Ave. façade and alley façade signage for Jersey Mike's at 33745 Woodward Ave., as submitted.**

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Coir, Deyer, Gehringer, Henke

Nays: None

Absent: Lekas, Weisberg, Willoughby

**08-52-13**

**SIGN REVIEW**

**580 N. Old Woodward Ave.**

**Lil' Rascals**

Zoning: B-2 General Business

Proposal: The applicant proposes to install a wall sign on a one-story, two-tenant building. The tenant shares the space with Bombshell Salon and both businesses are proposing new signage.

Signage: The applicant proposes to install a wall sign. The total linear building frontage is 20 ft. 6 in., permitting 20.5 sq. ft. of sign area. The adjoining tenant is proposing to use 10 sq. ft. of the allowable sign area. The proposed wall sign will measure 10 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 for each linear foot of principal building frontage.

The wall sign is proposed to be mounted 9 ft. above grade, meeting the requirement of 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 proposed wall sign background will be constructed of gradient burgundy 3mm Dibond with white PVC letters. Letters reading "Lil' Rascals" will be ½ in. thick and 11 in. in height. Beneath, letters reading "infant gifts & children apparel & gifts" will be ½ in. thick and 2.5 in. in height. The sign will be mounted to the wall with wood screws.

Illumination: No illumination is proposed at this time.

Mr. Mark Vedan from Fast Signs described how the signs will be offset. They will have block spacers in the middle and be attached at the top, bottom, and sides.

**Motion by Ms. Gehringer**

**Seconded by Mr. Coir to approve the Sign Review Application for 580 N. Old Woodward Ave., Lil' Rascals, as proposed.**

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Gehringer, Coir, Deyer, Henke

Nays: None

Absent: Lekas, Weisberg, Willoughby

**08-53-13**

**SIGN REVIEW**

**580 N. Old Woodward Ave.**

**Bombshell Salon**

Zoning: B-2 General Business

Proposal: The applicant proposes to install a wall sign on a one-story, two-tenant building. The tenant shares the space with Lil Rascals and both businesses are proposing new signage.

Signage: The applicant proposes to install a wall sign. The total linear building frontage is 20 ft. 6 in., permitting 20.5 sq. ft. of sign area. The adjoining tenant is proposing to use 10 sq. ft. of the allowable sign area. The proposed wall sign will measure 10 sq. ft. in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area which requires 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 9 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 public alley.

The proposed wall sign background will be constructed of Black 3mm Dibond with white PVC letters. Letters reading "Bombshell" will be ½ in. thick and 5.25 in. in height. Beneath, letters reading "Salon" will be ½ in. thick and 2.75 in. in height. The logo will be located left of the letters. The sign will be mounted to the wall with wood screws.

**Motion by Ms. Gehringer**

**Seconded by Mr. Coir to approve the Sign Review Application for 580 N. Old Woodward Ave., Bombshell Salon, as proposed.**

**Motion carried, 4-0.**

**VOICE VOTE**

Yeas: Gehringer, Coir, Deyer, Henke

Nays: None

Absent: Lekas, Weisberg, Willoughby

Chairman Henke noted that Ms. Bashiri will need a detail drawing of the mountings for Lil' Rascals and Bombshell Salon.

**08-54-13**

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals

- 885 N. Old Woodward Ave., Oakwood Manor Condominiums – Remove existing cedar deck boards on all eight balconies and replace with composite decking. Size will be the same and no change to current railings.

-- Violation Notices (none)

**B. Communications**

-- Commissioners' Comments (none)

**08-55-13**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:22 p.m.

Sheila Bashiri  
City Planner