

**DESIGN REVIEW BOARD**  
**MINUTES OF SEPTEMBER 3, 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, September 3, 2014. Chairman John Henke called the meeting to order at 7:15 p.m.

**Present:** Chairman John Henke; Commission Members Mark Coir, Natalia Dukas, Darlene Gehringer, Shelli Weisberg, Michael Willoughby

**Absent:** Commission Member Vice-Chairman Keith Deyer; Student Representatives Mitch Boorstein, Cambrea Rush

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

**09-60-14**

**APPROVAL OF MINUTES**  
**DRB Minutes of August 20, 2014**

**Motion by Ms. Weisberg**  
**Seconded by Mr. Coir to approve the DRB Minutes of August 20, 2014 as presented.**

**Motion carried, 6-0.**

**VOICE VOTE**

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

Nays: None

Absent: Deyer

**09-61-14**

**SIGN REVIEW**  
**640 N. Old Woodward Ave.**  
**Jonna Luxury Homes**

Zoning: O-2 Office Commercial

Proposal: The applicant proposes to install a name letter sign on the back of a two-story, multi-tenant building. There are currently no other signs on the building, with the exception of a small name plate sign.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 40 ft., permitting 40 sq. ft. of sign area. The proposed name letter sign will measure 18.57 sq. ft. 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 wall sign is proposed to be mounted 9 ft. above grade which meets 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 and at a height of less than 15 ft. above a public alley.

The proposed name letter sign will be constructed of ¼ in. thick black Alupanel. Stacked letters reading "Jonna, Luxury Homes" will be 38.79 in. in height. The Birmingham Sign Ordinance, Table B lists the maximum height of name letter signs at 24 in. Therefore the proposal does not meet this requirement. The proposed sign letters will be stud-mounted ¾ in. off the face of the wall with stainless steel bolts.

Illumination: No illumination is proposed at this time.

The applicant presented alternative signage at a height of 8.87 in.

**Motion by Mr. Willoughby**

**Seconded by Ms. Gehringer to approve the Sign Review for 640 N. Old Woodward Ave., Jonna Luxury Homes, as presented.**

**Motion carried, 6-0.**

VOICE VOTE

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

Nays: None

Absent: Deyer

**09-62-14**

**DESIGN AND SIGN REVIEW  
394 S. Old Woodward Ave.  
Roche Bobis**

Zoning: B-2 General Business

Proposal: The applicant proposes to convert a vacant auto showroom into a furniture store. The applicant proposes to clad the exterior in aluminum panels, paint portions of the building, replace two existing doors and install new signage.

Design: The existing building is brick and CMU. The applicant proposes to remove the theater window and marquee as well as replace the existing façade panels on the east and south elevations of the building with “anodic satin mica” Alucabond panels. The roll-up door on the south elevation is proposed to be replaced with a 7 ft. double entrance door. The proposal also includes replacing the southern set of double doors on the front elevation with new glass windows to match the existing windows and frames. The CMU, at the west end of the south elevation, will be repainted to match the existing color. The soffits of the canopy are proposed to be painted “Decorators White.”

Signage: The applicant proposes to install two internally illuminated box signs with flat translucent fronts and one projecting blade sign. The applicant has been advised that box signs are not permitted under the Birmingham Sign Ordinance and that push-thru dimensional letters will be required for approval. The total linear building frontage is 60 ft., permitting 60 sq. ft. of sign area. The proposed “roche bobis” signs will measure 18.56 sq. ft. each. The proposed projecting sign will measure 4.7 sq. ft. per side for a total of 9.4 sq. ft. The total area of all signs will be 46.55 sq. ft., 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.

Both box signs are proposed to be mounted 10 ft. 4.25 in. above grade. The projecting sign is proposed to be mounted 9 ft. 9 in. above grade which meets the requirement of with Article 1.0, Table B of the Birmingham Sign Ordinance that 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 and at a height of less than 15 ft. above a public alley.

The proposed **Roche Bobis** signs are proposed to be constructed of white diffusing Perspex with a lacquered cover sheet. The frames will be bolted to the wall. The material for the projecting sign was not indicated on the plans.

Illumination: The box signs are proposed to be internally illuminated. The light source was not indicated on the plans. The applicant is also proposing to replace the existing soffit lights with 6 in. flush mounted LED down lights.

Mr. Baka observed the applicant meets the Ordinance with the exception of not having dimensional letters.

Mr. Patrick Thompson, Patrick Thompson Designs, passed around material samples along with drawings showing a revised signage plan with push-through letters. Also the single garage door at the rear has been turned into a set of double doors. LED cans will be placed in the exact soffit openings.

**Motion by Ms. Gehringer**

**Seconded by Ms. Dukas to approve the Design and Sign Review**

**Application for 394 S. Old Woodward Ave., Roche Bobis, with the revised proposal.**

**Motion carried, 6-0.**

**VOICE VOTE**

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

Nays: None

Absent: Deyer

**09-63-14**

**SIGN REVIEW**

**663 S. Adams**

**Orange Theory Fitness**

The applicant was not present for their hearing.

**09-64-14**

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals

- 980 S. Old Woodward Ave. - Talmer Bank is leasing approximately 3,000 sq. ft. for their new branch bank. The layout requires the S. Old Woodward Ave. entry door to be moved approximately 36 in. to the south in the existing storefront system. New materials where required will match finish and color of existing. There is no site work in this project.
- 1051-1077 N. Old Woodward Ave., Birmingham Court Condos - Remove facade on carport at east end of parking lot. Rebuild facade to match carport at west end of parking lot.

-- Violation Notices (none)

**B. Communications**

-- Commissioners' Comments

Mr. Baka announced he has been directed by the city manager to bring back the issue of regulating paper in the windows of a vacant store.

Ms. Gehringer commented that the Greenwood Cemetery Committee worked very hard to come in ahead of time with their recommendations. However, they still have not heard anything from the City.

**09-65-14**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:43 p.m.

Matthew Baka  
Sr. Planner