

DESIGN REVIEW BOARD
MINUTES OF SEPTEMBER 17, 2014
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, September 17, 2014. Chairman John Henke called the meeting to order at 7:05 p.m.

Present: Chairman John Henke; Commission Members Vice-Chairman Keith Deyer, Natalia Dukas, Darlene Gehringer, Shelli Weisberg, Michael Willoughby

Absent: Commission Member Mark Coir; Student Representatives Mitch Boorstein, Cambrea Rush

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

09-66-14

APPROVAL OF MINUTES
DRB Minutes of September 3, 2014

Motion by Ms. Gehringer
Seconded by Ms. Weisberg to approve the DRB Minutes of September 3, 2014 as presented.

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Coir

09-67-14

SIGN REVIEW

663 S. Adams (postponed from 09-03-14)

Orange Theory Fitness

Zoning: B-2 General Business

Proposal: The applicant proposes to install a new name letter sign on the existing one-story building.

Signage: The total linear building frontage is 25 ft., permitting 25 sq. ft. of sign area. The proposed name letter sign will measure 19.2 sq. ft., in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area which allows 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. (1.5 sq. ft. for addresses on Woodward Ave.) for each linear foot of principal building frontage.

The wall sign is located at a height of 11 ft. 8 in. on the storefront elevation, meeting the requirement of 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 raceway depth is 4 in. in accordance with the Sign Ordinance. The total depth of the sign is 9 in. Article 1.0, section 1.05 (K) of the Birmingham Sign Ordinance, states no wall signs shall project more than 9 in. measured from the wall to which it is attached to the outer surface.

The proposed sign consists of LED channel letters representing ORANGE THEORY FITNESS and colored in orange, red and gray. The raceway color is still to be determined.

Illumination: The name letter sign is proposed to be internally illuminated with LEDs.

In response to Ms. Gehringer's inquiry, Mr. Scott Marcus, the business owner, confirmed the Orange Theory Fitness truck parked in the lot is used in their business. He established the raceway will be black. He did not have material samples but indicated the sign letters will be Plexi. Their space starts at the right side of the door, but the sign looks better centered between the columns.

Motion by Mr. Willoughby

Seconded by Ms. Gehringer to approve the Sign Review for 663 S. Adams, Orange Theory Fitness, as long as the applicant submits the actual material samples and color of the raceway to staff for administrative approval.

No one in the audience commented on the motion.

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Coir

Mr. Willoughby suggested to the applicant that the raceway color should blend with the brick.

09-68-14

DESIGN REVIEW
980 S. Old Woodward Ave.
Rear facade renovation

Zoning: B-2B General Business

Proposal: The applicant proposes to rehabilitate a portion of the existing rear (west) façade of the building. The front façade and the northern section of the rear façade were recently renovated based on previous approvals issued in July and September of 2013. The applicant proposes to strip the wood paneling and decorative coping to expose the brick underneath, create a new entranceway and enlarge the size of the window openings. The wood paneling has already been removed.

Design: The existing rear elevation has three large single-pane windows and one recessed doorway, set in a brick wall. The applicant proposes to remove the existing windows and doorway. A new entry alcove is proposed at the north end of the space. Three new large insulated windows are proposed to the south of the doorway alcove. The windows are proposed to have 2 in. aluminum frames. A portion of the wall was previously reconstructed with masonry block. The applicant is proposing to remove the block and to install the larger insulated windows and doorway. The remaining area of block will be replaced with full sized face brick matching the existing wall. The applicant has indicated the face brick will be full size brick, not thin brick or veneer. The proposed insulated glass windows with clear aluminum frames will be single pane. The windows will measure approximately 10 ft. 4 in. h x 7 ft. w.

At the north end of the three windows, the applicant proposes to install an entry door in a recessed alcove that is 8 ft. 4 in. h x 6 ft. 6 in. w. The inside of the alcove is proposed to be constructed of E.F.I.S. and painted Sherwin Williams color SW 6922 – “Outrageous Green.” The proposed door will be installed on the right-hand side of the alcove. The door and side-lite window will be clear glass with aluminum frames.

Illumination: No illumination is proposed at this time.

Mr. Mauro Bianchino, 359 S. Old Woodward Ave., was present for the applicant.

Mr. Deyer noticed there was no attempt to delineate the new structure. Mr. Bianchino explained that portion of the building reads differently. They elected to

keep existing brick, add new face brick to match existing, enlarge the windows, and remove the existing cornice. That will create a nice clean look.

Mr. Willoughby thought this is a big improvement to the building.

**Motion by Mr. Willoughby
Seconded by Ms. Gehringer to approve the Design Review for 980 S. Old Woodward Ave. He is happy with the door color as it matches Inkwell that the board approved.**

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Coir

09-69-14

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 720-724 N. Old Woodward Ave., Woodridge Properties, LLC - Replace windows.
- 33495 Woodward Ave., US Mattress - Install two halo illuminated channel letter wall signs per Master Sign Plan.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

09-70-14

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 7:20 p.m.

Matthew Baka
Sr. Planner