

**DESIGN REVIEW BOARD
MINUTES OF OCTOBER 1, 2014**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, October 1, 2014. Vice-Chairman Keith Deyer called the meeting to order at 8:10 p.m.

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

Absent: Chairman John Henke; Student Representatives Mitch Boorstein, Cambrea Rush

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

10-71-14

**APPROVAL OF MINUTES
DRB Minutes of September 17, 2014**

Motion by Mr. Willoughby

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

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Henke

10-72-14

SIGN REVIEW

**970 S. Old Woodward Ave.
Clarity Advanced Eyecare**

Zoning: B-2B General Business: D-2 Downtown Overlay District; located within the Retail Frontage Area

Proposal: The applicant proposes to install a wall sign reading “CLARITY advanced eyecare” on a multi-tenant, one-story building.

Signage: The total linear building frontage is 41 ft., permitting 41 sq. ft. of sign area. The proposed wall sign will measure 30 sq. ft., which meets the requirement of with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that allows 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. In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance – Wall signs are permitted to be up to 36 in. in height. The proposal meets this requirement.

The applicant has indicated that the sign will be mounted 14 ft. 6 in. above grade on the existing sign band. The proposal 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 wall sign is to be placed above the front entrance on the east elevation facing S. Old Woodward Ave. The sign consists of an aluminum composite face in matte black with ½ in. thick PVC non-illuminated dimensional letters painted white and teal.

The applicant has been advised that the window signage in the proposal appears to exceed the permitted 12 sq. ft.

Illumination: The wall sign is proposed to be halo lit with white LEDs around the perimeter of the cabinet.

Mr. Tom Keer, Signs Now, said there will be halo lighting around the sides and the sign will be solid black. The LEDs around the perimeter will be set back 3 in. Right now they have 12 sq. ft. of signage in the windows. The logo on the door will stay. “CLARITY advanced eyecare” is their corporate name.

Motion by Mr. Coir

Seconded by Mr. Willoughby to approve the Sign Review for 970 S. Old Woodward Ave., Clarity Advanced Eyecare, as proposed.

Motion carried, 6-0.

VOICE VOTE

Yeas: Coir, Willoughby, Deyer, Dukas, Gehringer, Weisberg.

Nays: None

Absent: Henke

10-73-14

DESIGN REVIEW
34100 Woodward Ave.
Wells Fargo

Zoning: B-2/MU-5 General Business

Proposal: The applicant proposes to install up-lighting on the canopy of the entry tower of the three-story office building.

Illumination: The lighting is proposed to be located on the tower at the southwest corner of the building and it illuminates the canopy that extends from the top of the building. Lumacove and Lumafacade LED up-lights by Lumenpulse are spaced evenly around the perimeter of the tower. The lights are designed for washing walls and they have the ability to project a fixed color and color wash or change color and create several different effects. The lighting is programmable allowing for the cycle to be changed or remain constant. The applicant has indicated that they will provide details on the color and patterns of the light at the meeting.

The current lighting standards in the Birmingham Zoning Ordinance require that all exterior light be cut-off fixtures. Exception to cutoff luminaries can be made at the discretion of the Planning Board, Historic District Commission, or Design Review Board.

Mr. Christopher Longe said the intention is for the lighting to be white, but to change color depending on the season. The idea was to give the building some significance off of Woodward Ave.

Motion by Mr. Willoughby
Seconded by Mr. Coir to approve the Design Review for 34100 Woodward Ave., Wells Fargo, with the stipulation that if the color changes it will have full spectrum limitation to every 100 seconds.

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Henke

10-74-14

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

- Administrative Approvals
- 1035 N. Old Woodward Ave., Glenwood Terrace – Rebuild porch railing to 30 in. high, same style. Core drill in conduit.
- Violation Notices (none)

B. Communications

- Commissioners' Comments
- Mr. Baka announced there will not be a HDC/DRB meeting on October 15 because it is a religious holiday.
- Mr. Deyer offered a heads up that the Community House will be submitting a request to replace the roof over the kitchen. The intent is to pull all equipment off of the roof and add new at the same height. It will not change the appearance of the building. Mr. Baka said that is normally done with administrative approval.

10-75-14

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 8:28 p.m.

Matthew Baka
Sr. Planner