

DESIGN REVIEW BOARD
MINUTES OF NOVEMBER 6, 2013
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, November 6, 2013. Chairman Henke called the meeting to order at 7:35 p.m.

Present: Chairman John Henke; Board Members Mark Coir, Vice Chairman Keith Deyer, Natalia Dukas, Darlene Gehringer, Shelli Weisberg, Michael Willoughby; Student Representative Caroline Stacey

Absent: None

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

11-74-13

APPROVAL OF MINUTES
DRB Minutes of October 16, 2013

Ms. Bashiri:
Page 4 at the bottom – change “Radico Developer” to “Redico Management, Inc.”

Motion by Mr. Willoughby
Seconded by Ms. Dukas to approve the DRB Minutes of October 16, 2013 as revised.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

11-75-13

SIGN REVIEW
480 Pierce
J.P. Morgan

Zoning: B-4 Business Residential

Proposal: The applicant proposes to create a Master Sign Plan for a four-story, multi-tenant building. The applicant also proposes to add two tenant signs for J. P. Morgan. The building is Munder Capital Center, located at the corner of Pierce and Brown. The application for J. P. Morgan was reviewed at the October 16, 2013 DRB meeting and as a result of the existing Master Sign Plan and the proposed sign design, the proposal was postponed to allow the building management to design a new Master Sign Plan.

Master Sign Plan: For the purpose of signage, the applicant has requested that the Brown elevation be designated the principal frontage. In accordance with Article 3.0, section 3.02 of the Birmingham Sign Ordinance, Definitions, the Historic District Commission, Design Review Board or Planning Board may designate an alternate horizontal building width as the principal building frontage for signage purposes.

The total linear building frontage on Brown is 233 ft. 4 in., permitting 233.33 sq. ft. of sign area (202.33 linear feet on Pierce, plus half of corner elevation, 31 linear feet). The building has existing identification signage on southeast elevation (corner of Brown and Pierce) that reads "Munder Capital Center" and measures a total of **18.7 sq. ft.** There is one existing sign on the South elevation (Brown) that reads "Munder Capital Management" and it measures **6 sq. ft.** The applicant (J.P. Morgan) proposes to add signage on the Pierce elevation and the Brown elevation. The proposed name letter signs will measure **24.8 sq. ft.** for both signs. **The combined total of the proposed and existing signs (except Brown St.) will be 49.5 sq. ft.**

The applicant proposes that additional signage for future tenants will be limited to non-illuminated Black letters measuring no more than 16 in. in height. As specified on the Master Sign Plan, the signage can be placed on the three center bays that were originally specified on Brown St., next to the existing "Munder Capital Management" sign. Two bays have been designated next to the proposed J. P. Morgan signage. On Pierce, the bay next to the proposed J. P. Morgan signage and the bay at the north end of the building have been designated for future tenants. According to the proposed Master Sign Plan, no other signage will be allowed on the building. In accordance with 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 sq. ft. for each linear foot of principal building frontage. The proposal meets this requirement.

All proposed and future signage is proposed to be mounted over 8 ft. above grade in accordance with 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 and at a height of less than 15 feet above public alley.

J.P. Morgan Signage: The applicant proposes to install two name letter signs. The proposed sign letters will be constructed of aluminum, painted Black (Matthews MP41-306 Signal Jet semi-gloss). Letters reading "J.P. Morgan" will be 3 in. thick and 16 in. in height. The proposed sign will be stud mounted flush to the building.

Illumination: No illumination is proposed at this time.

Mr. James Jonas with Redico Management, Inc. agreed to limit future signage colors to silver or black. The letters will be mounted the same as what is there now. If a tenant wishes to deviate from that plan they will have to appear before this board.

Motion by Mr. Deyer

Seconded by Ms. Dukas to approve the Master Sign Plan for 480 Pierce, J.P. Morgan, with the understanding that there are only two colors, silver and black, that the letters will be name letter signs without backers, and no illumination.

There were no comments from the public on that motion at 7:45 p.m.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

Motion by Mr. Deyer

Seconded by Ms. Gehringer to approve the J.P. Morgan sign as submitted.

There were no comments from members of the public at 7:46 p.m.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

11-76-13

SIGN REVIEW

2151 E. Fourteen Mile Rd.

Spine

Zoning: O-1 Office

Proposal: The applicant proposes to install a name letter sign on a multi-tenant, one-story building. Birmingham Dental currently has a 24 sq. ft. wall sign on the west elevation, and there is a 30 sq. ft. tenant directory ground sign in front of the east elevation. The existing signage totals 54 sq. ft.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 113 ft., permitting 113 sq. ft. of sign area. The proposed name letter sign will measure 7.8 sq. ft. The total of the existing and proposed signage will be 61.8 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 14.6 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.

The proposed sign letters will be constructed of Yellow inject molded plastic. Letters reading "spine." will be 1.75 in. thick and 19 in. in height. The letters will be stud mounted to the building.

Illumination: No illumination is proposed at this time.

Mr. Jack Hemp from Signs by Tomorrow specified that the sign will be centered off of "Birmingham Dental." Board members agreed that is the driving visual force.

Motion by Ms. Weisberg

Seconded by Mr. Willoughby to approve the Sign Review Application for 2151 E. Fourteen Mile Rd., Spine.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

11-77-13

SIGN REVIEW

33501 Woodward Ave.

Woodward Camera

Zoning: B-2B General Business

Proposal: The applicant proposes to install two wall signs on a two-story, two-tenant building. The applicant currently has a pole sign and two logo signs painted on the building. The applicant proposes to remove the painted logos and replace them with two raised letter logo signs. Woodward Camera shares the building with Brain Balance, and at the July 21, 2010 DRB meeting, for the purpose of calculating signage, the Woodward Ave. elevation was designated the "principal frontage" for Woodward Camera, and the north elevation of the building was designated the "principal frontage" for the second tenant.

Signage: The applicant proposes to install two name letter logo signs. The total linear building frontage is 130 ft., permitting 195 sq. ft. of sign area. The existing pole sign measures 46.66 sq. ft. per side, totaling 93.33 sq. ft. The proposed name letter signs will measure 21.75 sq. ft. each for a total of 43.5 sq. ft. The combined area of the existing and new signage will be 136.8 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 1.5 sq. ft. for addresses on Woodward Ave. for each linear foot of principal building frontage. The wall sign is proposed to be mounted 12.33 ft. above grade which meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that states wall signs projecting 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 logo sign letters will be constructed of aluminum with day/night vinyl faces that will be black in the daytime and white at night. On top, letters reading "Woodward" will be 4 in. thick and 11 in. in height. On the bottom, letters reading "Camera" will be 4 in. thick and 9 in. in height. The 8 in. thick and 16 in. round "Shutter" logo in the center of the sign will be constructed of an aluminum cam box with a Blue (PMS 640) and Green (PMS 349) vinyl face. The proposed logo sign will be mounted on 4 in. thick raceways that will be mounted to the building.

Illumination: The proposed logo signs will be illuminated with white LEDs.

Mr. Jack Hemp from Signs by Tomorrow clarified that the lettering is arched. It is a good visual coming north. Mr. Willoughby suggested centering the sign between the bottom of the address and the window ledge.

Mr. Bert Weidner, the building owner, discussed the history and uniqueness of his building.

Motion by Mr. Deyer

Seconded by Mr. Willoughby to approve the Sign Review Application for 33501 Woodward Ave., Woodward Camera, as submitted with the location to be administratively approved by Ms. Bashiri from re-submittals by the applicant. If moving the address numbers is the most expeditious, then Ms. Bashiri can approve that too.

There were no comments from the public on the motion at 7:56 p.m.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

Mr. Hemp added that Ms. Bashiri is wonderful to work with.

11-78-13

SIGN REVIEW

33261 Woodward Ave.

Citizens Insurance

Zoning: B-2B General Business

Proposal: The applicant proposes to install a wall sign on a one-story, single-tenant building.

Signage: The applicant proposes to install a wall sign. The total linear building frontage is 20 ft., permitting 30 sq. ft. of sign area. The proposed wall sign will measure 24.7 sq. ft. which meets the requirement of 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 1.5 sq. ft. for addresses on Woodward Ave. for each linear foot of principal building frontage. The wall sign is proposed to be mounted more than 8 ft. above grade in accordance with Article 1.0, Table B of the Birmingham Sign Ordinance which allows that wall signs projecting more than 3 in. from the building façade 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 3 in. thick anodized brushed aluminum cabinet with aluminum letters painted Satin Black. Black letters reading "Citizens" will be 4 in. thick and 20 in. in height. Beneath it, Satin Black letters reading "Insurance" will be ¼ in. thick. The sign will be flush mounted with studs to the building. At the bottom, a ½ in. thick black polished

acrylic bar with vinyl graphics will read "Consolidated Agencies, Inc." The proposed sign letters reading "Citizens" will be mounted to the background with ½ in. stand-offs and the remainder of the letters will be flush mounted. The proposed sign background will be flush mounted to the building with studs.

Illumination: The proposed sign letters reading "Citizens" will be halo back-lit with white LEDs.

Ms. Bashiri noted the windows must be clear in order to provide visibility. The applicant is limited to 18 sq. ft. of signage on the windows. Measurements must be scaled in the cut view.

Motion by Ms. Weisberg

Seconded by Mr. Coir to approve the Sign Review Application for 33261 Woodward Ave., Citizens insurance, as submitted.

There was no discussion from the audience at 8:02 p.m.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

11-79-13

DESIGN AND SIGN REVIEW
33600 Woodward Ave.
KLM Bike and Fitness

Zoning: B-2B General Business

Proposal: The applicant proposes to renovate the façade of a one-story, single-tenant building. The applicant is relocating from their building at 33502 Woodward Ave., to the northeast corner of Woodward Ave. and Chapin. The applicant proposes to install new storefront windows, add new siding, paint, add new landscaping, and replace the rear fence. The applicant also proposes to install new signage and lighting.

Design: The applicant proposes to remove the existing wood paneling around the top and side of the building on the Woodward and Chapin elevations. The applicant also proposes to remove the existing tower at the north end of the Woodward elevation. The wood paneling will be replaced with fiber cement panels manufactured by Nichiha. The panels will be positioned on the building in an alternating horizontal pattern of Gray, Mocha and Tuscan. The height of the

building will be extended with a new proposed 36 in. high parapet on the Woodward and Chapin elevations. All exposed brick and concrete block on the Chapin and alley elevations is proposed to be painted Almost Black (2130-30).

On the **Woodward (west) elevation**, the applicant proposes to remove the existing showroom windows and replace them with clear insulated glass in clear aluminum frames. The existing double-door entry will be replaced with a new recessed entry niche containing a single clear insulated glass door in a clear aluminum frame with a transom above.

On the **Chapin (south) elevation**, the applicant proposes to remove the existing showroom windows on the west end of the building, and replace them with clear insulated glass in clear aluminum frames. The three existing small glass block windows in the center of the elevation will be removed and replaced with operable glass windows. The existing entry door on the east end of the elevation will be removed and filled in with concrete block. The garage door on the east end will be removed, and replaced with a clear insulated glass door and side-lite in a clear aluminum frame. Two transoms are proposed to be mounted over the door and the side-lite. The small window at the end of the south elevation is proposed to be removed and filled in with concrete block.

Landscaping: The applicant proposes to remove the existing stone planting bed and hedges on the Chapin elevation. The existing trees will be replaced with a new planting bed that will leave the showroom windows open for visibility. Thirteen ornamental grasses will be planted in the 52 ft. long bed in front of the painted brick wall.

The northeast corner of the **alley elevation** currently has a 6 ft. high chain link fence. The applicant proposes to remove the chain link and replace it with a 6 ft. high cedar fence with a 3 ft. wide gate.

Signage: The applicant proposes to install two name letter signs. The total linear building frontage is 60 ft., permitting 90 sq. ft. of sign area. The proposed name letter signs will 44 sq. ft., totaling 88 sq. ft. for both signs, 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 1.5 sq. ft. for addresses on Woodward Ave. for each linear foot of principal building frontage.

The wall sign is proposed to be mounted 11.2 ft. above grade which meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk.

The proposed name letter signs will be constructed of aluminum with white translucent letters, overlaid with red (PMS 186) and blue (Reflex Blue)

translucent vinyl. Blue letters reading “KLM” and red letters reading “Bike & Fitness” will be 5 in. thick and 24 in. in height. The signs will be mounted on the walls of the Woodward and Chapin elevations. The signs will be mounted to the wall with 5 in. dia. x 3.5 in. sleeve anchors.

Illumination: The proposed sign channel letters will be internally illuminated with white neon. The alley entry will be illuminated with a medium full cut-off wall pack. The light will be manufactured by Jemm Lighting (W20H100) with a 100 watt High Pressure Sodium (HPS) bulb.

Mr. Peter Stubenmeir with Designhaus Architecture spoke to represent Mr. Frank Marcenak of KLM. Basically they are replacing all the old exterior materials with new and raising the overall height of the outside wall to be more commensurate with the area. The tower will be removed. The new design will be maintenance free and modern. He displayed a sample board and explained where each material would be used.

**Motion by Mr. Willoughby
Seconded by Ms. Gehringer to approve the Sign and Design Review
Application for KLM Bike and Fitness as submitted.**

There was no one left in the audience to comment at 8:13 p.m.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

Ms. Bashiri cautioned that 18 sq. ft of window signage is allowed per side.

**Motion by Ms. Gehringer
Seconded by Mr. Coir to approve the Signage Review Application for KLM
Bike and Fitness as submitted.**

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 220 Park St., Suite 220, Huntington Center – A slight change in the font of the Morgan Stanley sign.
- 1085 Wimbledon, Abbey Terrace – Install nine vinyl replacement windows changing styles on numbers 1, 3, 4, 6, and 7.
- 34200-34288 Woodward Ave., Papa Joe's – Change to the design of the Massage Green sign on the Woodward Ave. elevation.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

11-81-13

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 8:15 p.m.

Sheila Bashiri
City Planner