

**DESIGN REVIEW BOARD**  
**MINUTES OF DECEMBER 3, 2014**  
Municipal Building Commission Room  
151 Martin, Birmingham, Michigan

---

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, December 3, 2014. Acting Chairperson Darlene Gehringer called the meeting to order at 7:33 p.m.

**Present:** Acting Chairperson Darlene Gehringer; Board Members Mark Coir, Natalia Dukas, Michael Willoughby

**Absent:** Chairman John Henke; Board Members Vice-Chairman Keith Deyer, Shelli Weisberg; Student Representatives Mitch Boorstein, Cambrea Rush

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

**12-76-14**

**APPROVAL OF MINUTES**  
**DRB Minutes of October 1, 2014**

**Motion by Mr. Coir**

**Seconded by Mr. Willoughby to approve the DRB Minutes of October 1, 2014 as presented.**

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Coir, Dukas, Gehringer, Willoughby

Nays: None

Absent: Henke, Deyer, Weisberg

As there were only four members present and any motion would require a unanimous vote by the board, the acting chairperson offered the opportunity for the applicant to postpone. However, the applicant wished to be heard at this time.

**12-77-14**

**SIGN REVIEW**  
**33866 Woodward Ave.**  
**Barbara's Paper Bag**

Zoning: B-2B General Business

Signage Proposal: The applicant is proposing to apply pressure sensitive vinyl graphics to the existing white awning over the store entrance and install a projecting wall sign at the corner of the building near Woodward Ave. The total linear building frontage is 81.5 ft., permitting 122.25 sq. ft. of sign area. The proposed "Barbara's Paper Bag" sign on the awning will measure 25 sq. ft. The proposed projecting sign will measure 6.1 sq. ft. per side for a total of 12.2 sq. ft. In addition, the property also has the existing "Blossoms" sign which is 13.25 sq. ft. per side for a total of 26.5 sq. ft. Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area 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.

However, the canopy sign does not meet the Ordinance requirement that all canopy signage be located on the canopy valance. The applicant has been advised and has presented an alternate proposal this evening which is a name letter sign mounted to the left of the current entrance. It is 36 in. high and 56 in. wide with 1/2 in. thick acrylic letters and meets all Ordinance requirements. Therefore the applicant is well under the signage they are allowed for the site, which includes the "Blossoms" sign.

Mr. Baka noted the projecting wall sign is a little longer than normal. The Ordinance says it cannot project past 30 in. into the public right-of-way and be mounted 8 ft. off of grade. However, it was discussed that the blade sign does not project into the right-of-way, but rather onto private property, so it is compliant with the Ordinance in that regard.

Mr. Jack Hemp of Signs by Tomorrow said the blade sign projects into an area where people really won't be walking. So, at 7 1/4 ft. from grade it is pretty safe that no one will be hitting their heads.

Board members commented that this is an attractive sign.

There was no audience left to comment at 7:48 p.m.

**Motion by Mr. Willoughby  
Seconded by Ms. Dukas to approve the Sign Review Application for 33866  
Woodward Ave., Barbara's Paper Bag, as submitted.**

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Willoughby, Dukas, Coir, Gehringer  
Nays: None  
Absent: Henke, Deyer, Weisberg

**12-78-14**

**SHORT TERM PROJECTS**  
**Vacant Window Covering**

Mr. Baka reported that at the direction of the city manager, the Planning Dept. has been working on ordinance language that would deal with the use of window coverings for commercial storefronts that are either vacant or under construction. Currently, there are no specific guidelines that regulate properties under these circumstances. The City receives regular inquiries from property and business owners on this topic. Accordingly, the Planning Dept. has drafted ordinance language that will regulate the use of window covering by allowing images and designs to be installed on the entire window while restricting text to the current window signage standards, which is 12 sq. ft. or 18 sq. ft. if the business is located on Woodward Ave. Mr. Baka explained lettering on an image would be counted towards the allowable 12 sq. ft. of text.

At this time, the Planning Dept. is requesting that the Design Review Board review the draft sign ordinance language and relay any comments, suggestions or concerns so that the language may be vetted before taking the proposal to the City Commission for adoption.

The City Attorney has reviewed the draft of the Sign Ordinance amendment, and has no concerns.

TO AMEND ARTICLE 1, SECTION 1.06, TEMPORARY BUSINESS SIGN STANDARDS, TO AMEND SUBSECTION E TO PERMIT VACANT WINDOW COVERING.

E. Window Covering for Vacant Storefronts

1. Permit: See Table D for specific permitting requirements.
2. Duration: Window covering may be in place while the storefront space is vacant and during tenant build-out.
3. Copy: Text and/or letters contained in window covering may not exceed the permitted window signage allotment, See Table B, Window Signage for specific requirements.
4. Design: Window covering is permitted to contain images related to a future tenant, decorative displays, or civic activities. Such images may not contain text in excess of the allowable window signage and may not contain images deemed to be garish or offensive as determined by the city planner.

5. Application and Maintenance: Window covering must be applied to the windows in a well ordered and consistent manner. Torn or dirty covering must be replaced as necessary.

DRB members agreed to go on record as not objecting to the proposed ordinance amendment.

**12-79-14**

## **MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

### **A. Staff Reports**

-- Administrative Approvals

➤ 394 S. Old Woodward Ave., Design Decor, LLC -

- 1) Would like to keep existing overhead door on side of building (Daines) instead of replacing with double swing doors;
- 2) Location of sign on front of building has shifted;
- 3) Existing front doors proposed to be replaced with full height doors;
- 4) Manufacture of aluminum facade panels has changed due to lead time - color remains the same;
- 5) Reveals on exterior panels modified slightly;
- 6) Propose to replace a couple more windows.

-- Violation Notices (none)

### **B. Communications**

-- Commissioners' Comments

Mr. Coir noted the Grapevine at Fourteen Mile Rd. and Pierce has sales signs all over their windows. Mr. Baka agreed to notify Code Enforcement.

**12-80-14**

## **ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:48 p.m.

Matthew Baka  
Sr. Planner