

DESIGN REVIEW BOARD
MINUTES OF DECEMBER 4, 2013
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, December 4, 2013. Vice-Chairman Keith Deyer called the meeting to order at 7:20 p.m.

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

Absent: Chairman John Henke; Student Representative Caroline Stacey

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

12-82-13

APPROVAL OF MINUTES
DRB Minutes of November 6, 2013

Motion by Ms. Dukas

Seconded by Ms. Weisberg to approve the DRB Minutes of November 6, 2013 as written.

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Henke

12-83-13

SIGN REVIEW
327 Hamilton
Rococo

Zoning: B-4 Business Residential

Proposal: The applicant proposes to install a name letter sign on the tenant space of a one-story, multi-tenant building.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 20 ft., permitting 20 sq. ft. of sign area. The proposed sign will measure 9.5 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. for each linear foot of principal building frontage.

The wall sign is proposed to be mounted 9.8 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 sign letters will be constructed of PVC with brushed aluminum Dibond faces. Letters reading "Rococo" will be ½ in. thick and 22.75 in. in height. The 31 in. h "Dressmaker Figure" logo will be located at the left side of the sign as part of the "R" in the "Rococo." the sign. **In accordance with Article 2, Section 2.03, A, (3) of the Birmingham Sign Ordinance - The Historic District Commission, Design Review Board or Planning Board may, upon sign review, allow a logo or other design element to be calculated separately from the rest of the sign, provided that the Historic District Commission, Design Review Board or Planning Board finds the logo or emblem to be an integral part of the sign, and the sign complies with the intent of this Chapter.** The proposed sign will be flush mounted to the building with woodscrews.

Illumination: No illumination is proposed at this time.

**Motion by Mr. Willoughby
Seconded by Mr. Coir to approve the Sign Review Application for 327
Hamilton, Rococo as presented.**

There were no comments from members of the public at 7:24 p.m.

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Henke

12-84-13

**SIGN REVIEW
2151 E. Fourteen Mile Rd.
Truth Spa**

Zoning: O-1 Office

Proposal: The applicant proposes to install a name letter sign on the west elevation of a multi-tenant, one-story building. Birmingham Dental has an existing 24 sq. ft. wall sign. Spine. was approved for a 7.8 sq. ft. wall sign at the November 6, 2013 DRB meeting. There is also a 30 sq. ft. tenant directory ground sign in front of the east elevation. The existing signage totals 61.8 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 12.2 sq. ft. The total of the existing and proposed signage will be 73.10 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. for each linear foot of principal building frontage.

The wall sign is proposed to be mounted 12.5 ft. above grade which meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance - 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 sign letters will be constructed of White PVC plastic. Letters reading "Truth Spa" will be 1 in. thick and 16 in. in height. The 12 in. diameter logo will be located at the right end of the sign. The letters will be stud mounted to the building.

Illumination: The applicant proposes to use the existing external sign lights.

Mr. Jack Hemp from Signs by Tomorrow discussed the proposal. He indicated this will be the extent of signage on this building. Ms. Gehringer and Ms. Weisberg agreed with that statement.

Motion by Ms. Gehringer

Seconded by Mr. Coir to approve the proposal for signage at 2151 Fourteen Mile Rd., Truth Spa, with the stipulation this is the maximum signage allowed on that wall.

There was no discussion from the audience at 7:30 p.m.

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Henke

Mr. Hemp's parting comment was that it is wonderful to work with Ms. Bashiri.

12-85-13

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 600-640 N. Old Woodward Ave. – Replace 13 windows, existing openings/same size, same color as newer windows. Replacing original windows for uniform look to newer windows, aluminum exterior.
- 555 S. Old Woodward Ave., Yoga Studio - Replacing glass storefront with new, energy efficient glass storefront. Aluminum frame (Black) to

be replaced with Champagne color frame to match storefront frame approved by DRB on north com. bldg. This is being done due to leaks.

- 556/550 W. Maple Rd. (Museum) - Attached plan shows a protective outdoor structure for the Hill school bell. Site location is between Allen and Hunter Houses adjacent to existing plaza. Jackie Hoist of H2A is a certified historic architect and LEED certified. The design was coordinated with input from Museum Director and Museum Board, as well as Friends Board.
- 768 N. Old Woodward Ave. Paint wood trim Dark Brown Urbane Bronze SW 7048 Add new sign.
- 1294 W. Maple Rd., Douglas Cleaners - Removing old roofing to install a Flintlastic Roofing System.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments

Ms. Gehringer reported that the Sherwin Williams Building has found architectural elements under the facade and has included them in the building design.

12-86-13

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 7:33 p.m.

Sheila Bashiri
City Planner