

BIRMINGHAM DESIGN REVIEW BOARD
MINUTES OF NOVEMBER 15, 2017
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, November 15, 2017. Mr. Deyer called the meeting to order at 7:25 p.m.

Present: Board Members Keith Deyer, Joseph Mercurio, Michael Willoughby
Alternate Board Members Adam Charles, Dulce Fuller

Absent: Chairman John Henke; Board Members Natalia Dukas, Thomas Trapnell; Lauren Tolles; Student Representatives Josh Chapnick, Griffin Pfaff

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

11-26-17

APPROVAL OF MINUTES
DRB Minutes of August 16, 2017

Motion by Mr. Charles

Seconded by Mr. Mercurio to approve the DRB Minutes of August 16, 2017 as presented.

Motion carried, 5-0.

VOICE VOTE

Yeas: Charles, Mercurio, Deyer, Fuller, Willoughby

Nays: None

Absent: Dukas, Henke, Tolles, Trapnell

11-27-17

DESIGN REVIEW
724 N. Old Woodward Ave.
Kohler

Zoning: O-2 Office/Commercial

Proposal: The applicant proposes to renovate the exterior of the two-story multi-tenant building. The proposal includes consolidating the existing multi-tenant

storefront into a single unit that will be the new location of a Kohler showroom. A Kawneer EnCORE storefront window system and Kawneer 250 narrow stile door system are proposed in black anodized frames. The applicant is required to meet the architectural standards of Article 03 section 3.04 E of the Zoning Ordinance, as they are located in the Downtown Overlay District. The applicant is required to install clear glass with a VLT (visible light transmittance) of no less than 80% and a total glazing requirement of 70% between 1 ft. and 8 ft. above grade. The applicant has not provided the VLT of the storefront or the glazing percentage.

Signage: The applicant is not proposing any additional signage at this time. They have indicated that signage will be submitted under a separate proposal.

Illumination: The applicant is proposing to remove the existing gooseneck fixtures. No new fixtures are currently proposed to be re-installed.

Mr. Baka reported that the applicant has recently made a minor change. They want to reverse the sidelight windows next to the doors and put them next to the central post.

Mr. Anthony Germanese from Norr Architects said this store will be a display of Kohler fixtures. For now they do not have a signage vendor. Mr. Baka indicated he would feel okay administratively approving it as long as it meets the Ordinance.

Motion by Mr. Charles

Seconded by Ms. Fuller to approve the Design Review Application for 724 N. Old Woodward Ave., provided the applicant meets the following condition:

1. The applicant provide the VLT and glazing percentage of the new storefront demonstrating compliance with section 3.04 E of the Zoning Ordinance.

Motion carried, 5-0.

Yeas: Charles, Fuller, Deyer, Mercurio, Willoughby

Nays: None

Absent: Dukas, Henke, Tolles, Trapnell

11-28-17

SIGN REVIEW

34915 Woodward Ave.

Lady Jane's

Zoning: B-4/D-4, Business-Residential

Proposal: The applicant is requesting approval of two name letter signs, one on each façade of their storefront location at the corner of E. Brown and Woodward Ave. The building they are located in was constructed under the Downtown Overlay Standards. Accordingly, the entire building and all of its tenants are required to comply with the Overlay Sign District Standards contained in Article 01, Section 1.10 of the Sign Ordinance.

The applicant was previously granted administrative approval for the two signs. However, the Overlay Sign Standards allow one sign per entry for tenants whose principal square footage is on the first floor. At the time that the administrative approval was granted the applicant agreed to add a second entry on the E. Brown St. elevation. A permit was issued for two signs based on the plans submitted for the Building Permit which indicated two public entrances as agreed. However, the second entrance was never installed but both signs were. Therefore the second sign is now in violation of the Sign Ordinance. At this time the applicant has stated that they do not intend to install a second entry as previously agreed and have stated their intention to apply for a variance from the Board of Zoning Appeals ("BZA") (although a BZA application has yet to be received).

Accordingly, as has been City policy, the applicant has submitted an application for Design Review of their signage prior to appearing in front of the BZA.

Signage: The applicant is seeking approval of two name letter signs reading "Lady Jane's Haircuts for Men." One sign is currently mounted on the Woodward Ave. elevation and one sign is currently mounted on the E. Brown elevation. Article 01 section 1.10 B (4) d states the following: Each business whose principal square footage is on the first story may have one sign per entry. **The proposal does not meet this requirement.** The sign along E. Brown is proposed to be 18 in. in height. The sign along Woodward Ave. is proposed to be 21 in. in height. Article 01 section 1.10 B (4) states the following; A single external sign band or zone may be applied to the facade of a building between the first and second floors, provided that it shall be a maximum of 1.5 ft. in vertical dimension by any horizontal dimension.

Woodward Avenue Address: The external sign band or zone shall be a maximum of 2 ft. in vertical dimension by any horizontal dimension. **The proposal meets this requirement.**

The applicant is also seeking approval of a projecting sign that is mounted on the E. Brown elevation. The sign is 18 in. tall and extends 22 in. from the face of the building. Article 01 section 1.10 B (7) states the following; Additional pedestrian signs for first floor tenants shall meet the following requirements: These signs shall be attached to a building perpendicular to the facade, and extend up to 4 ft. from the facade. These signs shall be a maximum of 1.5 ft. in vertical dimension and 4 ft. in horizontal dimension. **The proposal meets this requirement.**

Illumination: The signs are illuminated channel letters lit with internal white LED lights.

Mr. Baka advised this building was built under the D-4 Overlay. It has completely different sign standards than this board normally deals with. One is that businesses are only allowed one sign per entrance. Another is they are only allowed signage if their principal square footage is on the first floor. However, both this building and the Greenleaf Trust Building are located in the D-4 Overlay and have signs that were erroneously approved because the Overlay standards were not properly administered. If the buildings were not built under the Overlay, these signs would comply.

Mr. Baka added this is something the board may want to look into in the future and decide if the disparity between sign requirements of the two districts can be adjusted. Board members agreed that a study session should be held to consider this topic.

Mr. Dan Crannie with Signs by Crannie spoke to represent Lady Jane's. Lady Jane's is two businesses in that location. The salon is in front and the inner space is occupied by Lady Jane's Corporate. A permit was issued for the two signs but it didn't make sense because of the sidewalk elevation to add an additional door.

Mr. Willoughby received clarification from Mr. Crannie that Lady Jane's corporate offices can be reached from the street either through Lady Jane's entrance or through the Birmingham Roast entrance.

Motion by Mr. Charles

Seconded by Mr. Mercurio to reject the Design Review Application for 34915 Woodward Ave., Lady Jane's, with the recommendation that because it falls within the Overlay District and that a second door couldn't be constructed, the DRB does not recommend the second sign.

The Chairman took comments from the audience at 7:52 p.m.

Mr. Tim McCullum, President of Lady Jane's, said people can come through the entrance to Birmingham Roast into Lady Jane's. On the flip side, the opposite is true. The Fire Marshal made the door between the businesses both entry and exit for both establishments. Mr. Charles commented that is an egress requirement for life safety and doesn't have anything to do with signage. Mr. McCullum added further that the Overlay does not address a corner location.

Chairman Deyer suggested to the applicant that if they decide to seek a variance from the BZA their argument might be if the rules were the same as the rest of the City, and not in the Overlay, they probably would be conforming.

Motion carried, 5-0.

VOICE VOTE

Yeas: Charles, Mercurio, Deyer, Fuller, Willoughby

Nays: None

Absent: Dukas, Henke, Tolles, Trapnell

11-29-17

SIGN REVIEW

525 E. Brown

Birmingham Roast

Zoning: B-4/D-4 Business-Residential

Proposal: The applicant is requesting approval of two name letter signs, one on the façade of their storefront location on E. Brown and one on the sign band on Woodward Ave. above the Lady Jane's space. The building that they are located in was constructed under the Downtown Overlay Standards. Accordingly, the entire building and all of its tenants are required to comply with the Overlay Sign District Standards contained in Article 01, Section 1.10 of the Sign Ordinance.

The applicant was previously granted administrative approval for one of the name letter signs and a projecting sign which have been installed. The Overlay Sign Standards allow one sign per entry for tenants whose principal square footage is on the first floor. The business has only one entry. The applicant has stated that they do not intend to install a second entry and have stated their intention to apply for a variance from the Board of Zoning Appeals ("BZA") (although a BZA application has yet to be received).

Accordingly, as has been City policy, the applicant has submitted an application for Design Review of their signage prior to appearing in front of the BZA.

Signage: The applicant is seeking approval of two name letters signs reading "Birmingham Roast." One sign is currently mounted on the E. Brown elevation and the new sign is proposed to be mounted on the Woodward Ave. elevation. Article 01 section 1.10 B (4) d states the following: Each business whose principal square footage is on the first story may have one sign per entry. **The proposal does not meet this requirement.** The sign along E. Brown is 18 in. in height. The sign along Woodward is proposed to be 21 in. in height. Article 01 section 1.10 B(4)states the following: A single external sign band or zone may be applied to the facade of a building between the first and second floors, provided that it shall be a maximum of 1.5 ft. in vertical dimension by any horizontal dimension.

Woodward Avenue Address: The external sign band or zone shall be a maximum of 2 ft. in vertical dimension by any horizontal dimension. **The proposal meets this requirement.**

The applicant was also approved for a projecting sign that is mounted on the E. Brown elevation. The sign is 18 in. tall and extends 22 in. from the face of the building. Article 01 section 1.10 B (7) states the following: Additional pedestrian signs for first floor tenants shall meet the following requirements: These signs shall be attached to a building perpendicular to the facade, and extend up to 4 ft. from the facade. These signs shall be a maximum of 1.5 ft. in vertical dimension and 4 ft. in horizontal dimension. **The proposal meets this requirement.**

Illumination: The signs are illuminated channel letters lit with internal white LED lights.

Motion by Mr. Charles

Seconded by Ms. Fuller to reject the Design Review Application for 525 E. Brown, Birmingham Roast, because it falls within the Overlay District and is not conforming; therefore the DRB cannot approve it.

Mr. Crannie hoped the BZA would give the same consideration to the Overlay as if it was the Underlay.

Motion carried, 5-0.

VOICE VOTE

Yeas: Charles, Fuller, Deyer, Mercurio, Willoughby

Nays: None

Absent: Dukas, Henke, Tolles, Trapnell

11-30-17

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 685 S. Adams, Next Step Broadway - Install one 30 sq. ft. 2 ft. x 10 ft. x 3 3/8 in. LED illuminated channel letter wall sign.
- 33366 Woodward Ave., R&R Estate and Jewelry Buyers - Replacement of existing sign (Birmingham) with new name (R&R).
- 33200 Woodward Ave., Simple Mortgage - Remove/replace flat roof membrane.

- 544 N. Old Woodward Ave., Savaya Salon - White LED Channel letters,
 - 33694 Woodward Ave. - Front Awning.
 - 1225 Derby, Birmingham North Condo - Tear off and re-roof.
 - 2388 Cole, Suite 103, TDR Orthodontics - Requesting permission to install replacement panel with new dimensional letters and backer.
- Violation Notices (none)

B. Communications

- Commissioners' Comments
- Ms. Fuller indicated her dislike for the Lady Jane's sign and other board members agreed with her. They felt the color and the font were garish.
 - Chairman Deyer commented that Jet's Pizza has a full light wall. Mr. Baka said he would send Code Enforcement to take a look at it.
 - In response to Mr. Willoughby, Mr. Baka explained the advantage to building owners in the Overlay District is that they get two floors of office if they do a fifth floor that is all residential.
 - Ms. Fuller suggested that things are changing in brick and mortar and the City will have to give some accommodation to anyone who moves into town, whether office or retail. There is usually a way to work something out.
 - Mr. Willoughby thought the landscape will change significantly in the next decade. People will not go to stores much anymore.

11-31-17

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 9:20 p.m.

Matthew Baka
Sr. Planner