

AGENDA
BIRMINGHAM DESIGN REVIEW BOARD
Wednesday - October 19, 2022
BIRMINGHAM CITY HALL, 151 MARTIN ST, COMMISSION ROOM 205, BIRMINGHAM MI *
******* 7:15 PM*******

The City continues to recommend the public wear masks while attending City meetings per CDC guidelines. The cases of COVID-19 are increasing in the area. All City employees, commissioners, and board members must wear a mask while indoors when 6-feet of social distancing cannot be maintained. This is to ensure the continuity of government is not affected by an exposure to COVID-19 that can be prevented by wearing a mask. The City continues to provide KN-95 respirators and triple-layered masks for all in-person meeting attendees.

- 1) Roll Call**
- 2) Approval of the DRB Minutes of September 21, 2022**
- 3) Public Hearing**
- 4) Design Review**
- 5) Sign Review**
 - A. 34901 Woodward – CIBC**
- 6) Study Session**
- 7) Miscellaneous Business and Communication**
 - A. Pre-Application Discussions**
 - B. Draft Agenda**
 - 1. November 2, 2022**
 - C. Staff Reports**
 - 1. Administrative Sign Approvals**
 - 2. Administrative Approvals**
 - 3. Action List 2022**
- 8) Adjournment**

*Please note that board meetings will be conducted in person once again. Members of the public can attend in person at Birmingham City Hall, 151 Martin St., or may attend virtually at:

Link to Access Virtual Meeting: <https://zoom.us/j/91282479817>
Telephone Meeting Access: 877 853 5247 US Toll-free
Meeting ID Code: 912 8247 9817

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A PERSON DESIGNATED WITH THE AUTHORITY TO MAKE DECISIONS MUST BE PRESENT AT THE MEETING.

**Design Review Board
Minutes Of September 21, 2022**

151 Martin Street, City Commission Room 205, Birmingham, MI

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, September 21, 2022. Chair Henke called the meeting to order at 7:15 p.m.

1) Rollcall

Present: Chair John Henke; Board Members Julie Rasawehr, Michael Willoughby; Alternate Board Member Samantha Cappello; Student Representatives Meghan Murray, Charlie Vercellone

Absent: Board Members Keith Deyer, Natalia Dukas, Dustin Kolo, Patricia Lang

Staff: City Planner Blizinski; City Transcriptionist Eichenhorn

2) Approval of the DRB Minutes of August 17, 2022

09-31-22

Motion by Ms. Cappello

Seconded by Ms. Rasawehr to approve the August 17, 2022 minutes as submitted.

Motion carried, 4-0.

VOICE VOTE

Yeas: Henke, Rasawehr, Willoughby, Cappello

Nays: None

3) Public Hearing

4) Design Review

5) Sign Review

6) Study Session

A. Projecting Signs (Wall Mounted)

CP Blizinski presented the item.

Mr. Willoughby and Chair Henke voiced support for the proposed language.

Public Comment

Chris Kojaian, owner of 277 Pierce and 111 E. Merrell, supported the proposed language.

09-32-22

Motion by Ms. Cappello

Seconded by Mr. Willoughby to recommend approval to the City Commission the amendments to Article 1, Table B: Permanent Business Sign Standards, of the Birmingham Sign Ordinance to change the maximum height for Projecting Signs (Wall-Mounted).

Motion carried, 4-0.

VOICE VOTE

Yeas: Henke, Rasawehr, Willoughby, Cappello

Nays: None

7) Miscellaneous Business And Communications

A. Pre-Application Discussions

B. Draft Agenda

C. Staff Reports

1. Administrative Sign Approvals

2. Administrative Approvals

3. Action List 2022

8) Adjournment

No further business being evident, the Board motioned to adjourn at 7:25 p.m.



Nicholas Dupuis
Planning Director



Laura Eichenhorn
City Transcriptionist



MEMORANDUM

Planning Division

DATE: October 14th, 2022

TO: Design Review Board

FROM: Leah Blizinski, City Planner

APPROVED: Nicholas Dupuis, Planning Director

SUBJECT: 34901 Woodward – CIBC – Design Review (Sign)

The applicant has submitted a Design Review (Sign) application to replace three (3) existing nonconforming wall signs in the B4 (Business-Residential) and D4 (Downtown Overlay) zoning districts. The signs are located on the East, South and West faces of the building and are proposed to remain in the same locations. Two of the signs (East, South) are located outside of the first floor sign band and therefore are considered existing nonconforming. The third (West) is located in the sign band, however, the total area of signs placed on walls other than the principal frontage exceeds the 100 sq. ft. allowed per the Sign Ordinance, Article 1, Table B: Permanent Business Sign Standards. Thus, the third sign is also considered existing nonconforming.

In order to place the existing signs, the applicant requested the following two variances on January 9th, 2018:

- A. Chapter 86, Article 1, Section 1.10 B (4) D Overlay Sign Standards states that each business whose principal square footage is on the first story may have one sign per entry. The principal square footage for this tenant is located on the second floor of the building. A variance to allow a second floor tenant to have exterior signage was granted.
- B. Chapter 86, Article 1, Section 1.10 B (4) D Overlay Sign Standards states that each business whose principal square footage is on the first story may have one sign per entry. The principal square footage for this tenant is located on the second floor of the building, which is accessible from one entrance on Peabody. The applicant is proposing three signs where one is permitted. A variance to allow three signs where one entrance exits was granted.

Staff noted at the time of these variances that “the applicant is requesting to place the new signs at the location of three previously existing “The Private Bank” signs. The Private Bank signs are considered legal nonconforming and therefore cannot be changed per section 2.07 A (2) of the sign ordinance.”

It is important to note at this time, that Chapter 86, Article 1 Section 1.10 B (4) D Overlay Sign Standards is no longer in place, therefore the previously received variances are obsolete. However, Article 2.01 A (2) of the Sign Ordinance is still valid and therefore the existing signs cannot be changed.

Signage:

As mentioned above, the applicant is proposing to reface three (3) existing nonconforming name letter signs. The signs are proposed at 9 sq. ft. each for a total of 27 sq. ft., and are located above the southeast entrance on the South and East frontage (2 signs) and in the sign band on the buildings West frontage (1 sign). A breakdown of the proposed and existing signage is provided below:

Content	Type	Location	Area (sq. ft.)
Existing			
"PNC Bank"	Name Letter	North façade	18.5
"CIBC"	Name Letter	West facade	6.5
"Morgan Stanley"	Name Letter	West façade	11
"Lady Janes Haircuts for Men"	Name Letter	South façade	31.44
"BR Birmingham Roast"	Name Letter	South façade	21.97
"BR"	Projecting Sign	South façade	3.54
"Lady Janes Wicked Awesomeville..."	Projecting Sign	South façade	3.54
"CIBC"	Name Letter	South façade	6.5
"Morgan Stanley"	Name Letter	South façade	11
		Total Existing on walls other than Principal Frontage	113.99
"Lady Janes Haircuts for Men"	Name Letter	Woodward façade	42.58
"CIBC"	Wall Sign	Woodward façade	6.5
"Morgan Stanley"	Building Identification	Woodward façade	24.6
"PNC"	Name Letter	Woodward façade	18.5
"PNC Bank"	Name Letter	Woodward façade	18.5
		Total Existing on Principal Frontage	110.68
Total Existing			224.67
Proposed			
"CIBC"	Wall Sign	Sign band on West facade	9
"CIBC"	Wall Sign	Above the sign band, East facade	9
"CIBC"	Wall Sign	Above the sign band, South facade	9
Total Proposed	-	-	232.17
Total Permitted	-	-	289.5

At this time, the proposed signs meet the requirements of the Sign Ordinance in regards to combined sign area. However, the South and East signs do not meet the maximum height requirements listed in Table B in Article 1 of the Sign Ordinance. Table B states that Wall Signs "shall not extend beyond first floor sign band." However the west and east signs do not meet the requirements for Maximum Area listed in Table B in Article 1 of the Sign Ordinance that read "for buildings with more than 100 linear feet of building frontage, the total area of all signs place on walls other than the principal frontage shall not exceed 100 sq. ft." **Thus, the applicant must submit revised sign that meet the requirements of Table B, or obtain all required variances from the Board of Zoning Appeals.**

Sign Review Requirements:

Article 2, Section 2.02 of the Sign Ordinance states that sign review approval shall be granted only upon determining the following:

1. The scale, color, texture and materials of the sign being used will identify the business succinctly, and will enhance the building on which it is located, as well as the immediate neighborhood.
2. The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located, as well as neighboring buildings.
3. The appearance of the building exterior with the signage will preserve or enhance, and not adversely impact, the property values in the immediate neighborhood.
4. The sign is neither confusing nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety.
5. The sign is consistent with the intent of the Master Plan, Urban Design Plan(s), and/or Downtown Birmingham 2016 Report, as applicable.
6. The sign otherwise meets all requirements of this Chapter.

Recommendation:

The proposed signs appear to meet the standards for sign design review in that the sign will adequately identify the business, maintains an appropriate scale/design, create no adverse impacts or confusion, and is consistent with applicable master plans. The proposed signs do not meet the sign ordinance with respect to location and maximum area as stated above. The applicant must receive all required variances from the Board of Zoning Appeals in order to proceed with installing the proposed sign in the proposed location.

Considering the above review, the Planning Division recommends that the Design Review Board **APPROVE** the Design Review (Sign) application for 34901 Woodward – CIBC – with the following conditions:

1. The applicant must submit revised sign plans with reduced total signage on walls other than the principal frontage, or obtain a variance from the Board of Zoning Appeals; and
2. The applicant must submit revised sign plans locating all proposed signs within the sign band, or obtain a variance from the Board of Zoning Appeals.

Wording for Motions

I move that the Design Review Board **APPROVE** the Sign Design Review application for 34901 Woodward – CIBC – with the following conditions:

1. The applicant must submit revised sign plans with reduced total signage on walls other than the principal frontage, or obtain a variance from the Board of Zoning Appeals; and
2. The applicant must submit revised sign plans locating all proposed signs within the sign band, or obtain a variance from the Board of Zoning Appeals.

OR

I move that the Design Review Board **POSTPONE** the Sign Design Review application for 34901 Woodward – CIBC – until the following conditions are met: (List Conditions).

1. _____
2. _____
3. _____

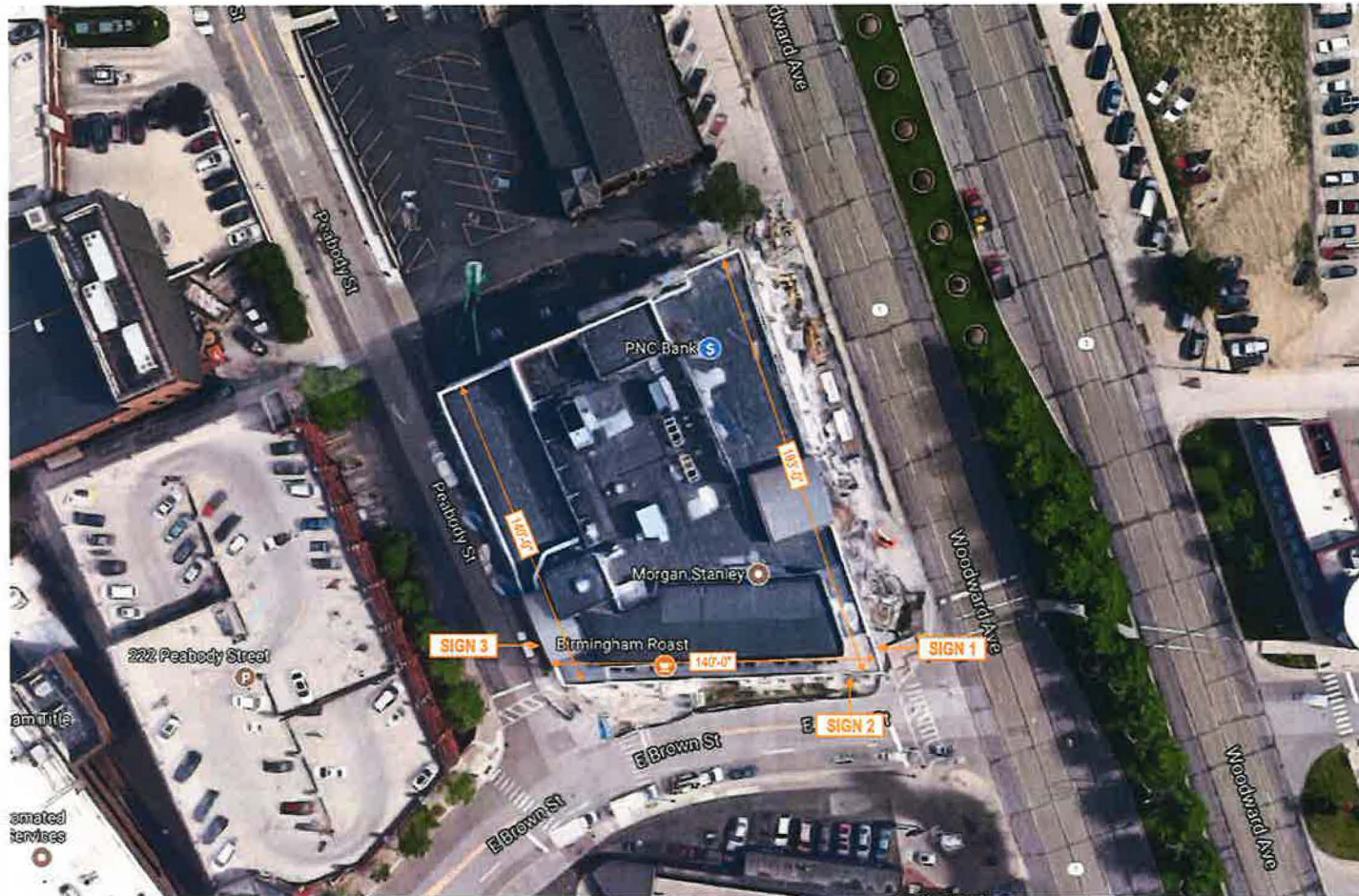
OR

I move that the Design Review Board **DENY** the Sign Design Review application for 34901 Woodward – CIBC – for the following reason(s): (List reasons).

1. _____
2. _____
3. _____

SITE PLAN

Scale: NTS



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ADDRESS:

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PAGE NO.:

2

ORDER NUMBER:

1164640

SITE NUMBER:

334

ELECTRONIC FILE NAME:

K:\ACCOUNTS\CIBC\LOCATIONS\2022\WM
334_Birmingham\334_Birmingham R2.cdr

PROJECT NUMBER:

4769

PROJECT MANAGER:

BILL DESTEFANO

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	370589	02/28/22 CR					
Rev 1	378698	04/26/22 TC					
Rev 2	384068	05/24/22 TC					

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E1

PROPOSED ELEVATION East Elevation

Scale: 3/8"=1'-0"

9 Square Feet

EXISTING SIGN SF:	6.5
PROPOSED SIGN SF:	9

OPTION A

CUSTOM-FL-HERO-18

OPTION B

CUSTOM-HERO-18



EXISTING CONDITIONS



Existing 1'-6"h x 4'-4-1/16"w sign to be removed.
Wall patched and painted as required

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3

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Rev 1	379899	04/26/22 TC					
Rev 2	384068	05/24/22 TC	Revised to Custom FL-Hero & Hero Option				

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E2

PROPOSED ELEVATION South Elevation

Scale: 3/8"=1'-0"

9 Square Feet

EXISTING SIGN SF:	6.5
PROPOSED SIGN SF:	9

OPTION A

CUSTOM-FL-HERO-18

OPTION B

CUSTOM-HERO-18

**EXISTING CONDITIONS**

Existing 1'-6"h x 4'-4-1/16"w sign to be removed.
Wall patched and painted as required

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4

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Original	370589	12/28/22 CR					
Rev 1	373038	04/26/22 TC					
Rev 2	384086	05/24/22 TC	Revised to Custom FL-Hero & Hero Option				

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E3

PROPOSED ELEVATION West Elevation

Scale: 3/8"=1'-0"

9 Square Feet

EXISTING SIGN SF:	6.5
PROPOSED SIGN SF:	9

OPTION **A**

CUSTOM-FL-HERO-18

OPTION **B**

CUSTOM-HERO-18

±2'-0"

Center

±20'-0"

Center
Align Same
As Existing**EXISTING CONDITIONS**

Existing 1'-6" h x 4'-4-1/16" w sign to be removed.
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E1
E2
E3

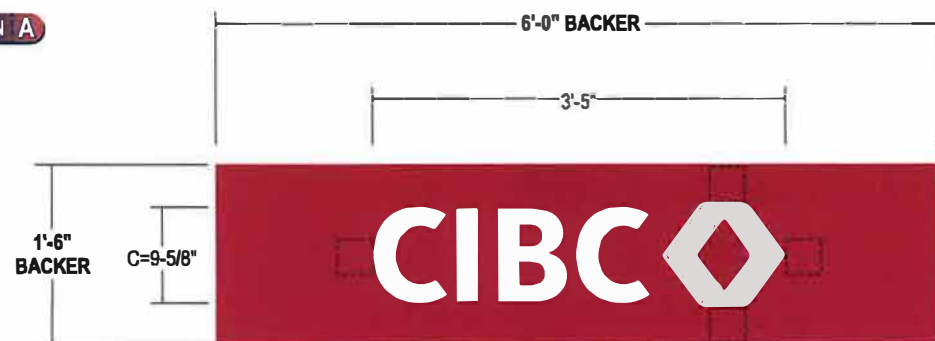
FACE LIT CHANNEL LETTERS ON BACKER

Scale: 1"=1'-0"

CUSTOM-FL-HERO-18

9 square feet

OPTION A



FACES:

.187" #7328 white acrylic w/ first surface grey vinyl overlay for logo as shown

TRIMCAP:

1" jewelite painted red

RETURNS:

3" deep .063 alum. painted red, interior pre-finished white

BACKS:

.063 alum. backs - insides pre-finished white

ILLUMINATION:

Illuminate w/ white LEDs, Power supplies housed in backer on slide out tray.

WALL MATERIAL:

TO BE PROVIDED

BACKER CABINET:

Fabricated alum. backers with 2-1/2" alum angle frame & .125 pan formed alum. Faces to secure to frame thru returns; total depth of 2-3/4"; All exposed surfaces painted red. Seams will be required in all panels over 10' lengths. Grind and smooth face seams to create seamless appearance when required.

INSTALL:

Letters thru bolted flush to face of backer cabinet. Backer cabinet secured flush to wall thru internal alum. angle using min 3/8" all thread fasteners; blocking as required. No visible fasteners.

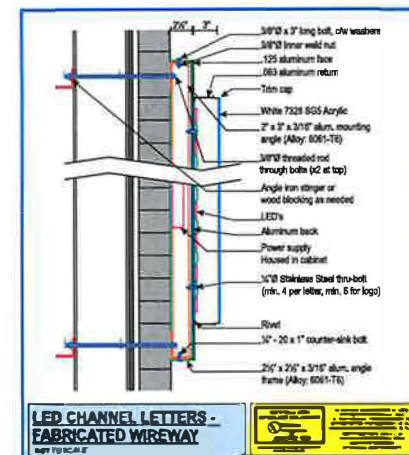
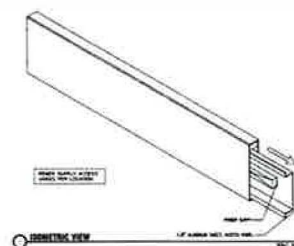
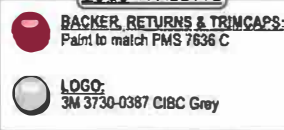
QUANTITY:

(3) THREE Required Total

Simulated night time view



COLOR PALETTE



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Design Review Board Action List – 2022-2023

Design Review Board	Quarter	In Progress	Complete
Signs vs. Designs	1 st (January-March)	<input type="checkbox"/>	<input type="checkbox"/>
Update Sign Ordinance	2 nd (April-June)	<input type="checkbox"/>	<input type="checkbox"/>
Create New Informational Artwork for Sign Ordinance	3 rd (July-September)	<input type="checkbox"/>	<input type="checkbox"/>
Sign Ordinance Enforcement	4 th (October-December)	<input type="checkbox"/>	<input type="checkbox"/>