

**AGENDA**  
**BIRMINGHAM DESIGN REVIEW BOARD**  
**Wednesday - December 15, 2021**  
**BIRMINGHAM CITY HALL, 151 MARTIN ST, COMMISSION ROOM 205, BIRMINGHAM MI \***  
**\*\*\*\*\* 7:15 PM\*\*\*\*\***

The highly transmissible COVID-19 Delta variant is spreading throughout the nation at an alarming rate. As a result, the CDC is recommending that vaccinated and unvaccinated personnel wear a facemask indoors while in public if you live or work in a substantial or high transmission area. Oakland County is currently classified as a substantial transmission area. **The City has reinstated mask requirements for all employees while indoors. The mask requirement also applies to all board and commission members as well as the public attending public meetings.**

- 1) Roll Call
- 2) Approval of the DRB Minutes of December 1, 2021
- 3) Public Hearing
- 4) Design Review
- 5) Sign Review
  - A. 34100 Woodward – Loan X Mortgage
- 6) Study Session
  - A. Sign Ordinance Update
- 7) Miscellaneous Business and Communication
  - A. Pre-Application Discussions
  - B. Draft Agenda
    1. January 5, 2022
  - C. Staff Reports
    1. Administrative Sign Approvals
    2. Administrative Approvals
    3. Action List 2021
- 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

*Notice:* Individuals requiring accommodations, such as interpreter services for effective participation in this meeting should contact the City Clerk's Office at [\(248\) 530-1880](tel:2485301880) at least on day in advance of the public meeting.

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

**Design Review Board  
Minutes Of December 1, 2021**

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

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, December 1, 2021. Vice-Chair Keith Deyer called the meeting to order at 7:23 p.m.

**1) Rollcall**

**Present:** Vice-Chair Keith Deyer; Board Members Natalia Dukas, Dustin Kolo, Patricia Lang Julie Rasaweher, Michael Willoughby; Alternate Board Member Samantha Cappello; Student Representatives Charles Cusimano, Elizabeth Wiegand

**Absent:** Chair John Henke; Alternate Board Member Kathleen Kriel

**Administration:** Nicholas Dupuis, Planning Director  
Laura Eichenhorn, City Transcriptionist

**12-113-21**

**2) Approval of the DRB Minutes of November 17, 2021**

**Motion by Ms. Dukas**

**Seconded by Ms. Rasaweher to approve the DRB Minutes of November 17, 2021 as submitted.**

**Motion carried, 7-0.**

VOICE VOTE

Yeas: Dukas, Rasaweher, Willoughby, Lang, Cappello, Kolo, Deyer

Nays: None

**12-114-21**

**3) Public Hearing**

None.

**12-115-21**

**4) Design Review**

**A. 34164 Woodward – Sun Medical (POSTPONED)**

**Motion by Ms. Dukas**

**Seconded by Ms. Lang to postpone the design review for 34164 Woodward – Sun Medical to the January 5, 2022 DRB meeting.**

**Motion carried, 7-0.**

VOICE VOTE

Yeas: Dukas, Lang, Cappello, Kolo, Deyer, Rasawehr, Willoughby

Nays: None

**12-116-21**

**5) Sign Review**

None.

**12-117-21**

**6) Study Session**

**A. Sign Ordinance Update**

PD Dupuis stated he was keeping the item on the agenda as a placeholder for the item's eventual review.

**12-118-21**

**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 2021**

**12-119-21**

**Adjournment**

**Motion by Mr. Willoughby**

**Seconded by Ms. Lang to adjourn the DRB meeting of December 1, 2021 at 7:31 p.m.**

**Motion carried, 7-0**

VOICE VOTE

Yeas: Willoughby, Lang, Cappello, Kolo, Dukas, Deyer, Rasawehr

Nays: None

Nicholas Dupuis  
Planning Director

DRAFT



# MEMORANDUM

Planning Division

**DATE:** December 15, 2021

**TO:** Design Review Board

**FROM:** Nicholas Dupuis, Planning Director

**SUBJECT:** 34100 Woodward – Lon X Mortgage – Design Review (Sign)

The applicant has submitted a Design Review (Sign) application for a new name letter sign proposed in the B2 (General Business) zoning district. The sign is proposed at the second floor of an existing 3-story commercial building just north of the intersection of Woodward and Lincoln.

### Signage:

As mentioned above, the applicant is proposing to install a new name letter sign on an existing building. The sign is proposed at 76 sq. ft., and is located at the southwest corner on the 2<sup>nd</sup> floor of the building near the main entrance. A breakdown of the proposed and existing signage is provided below:

Content	Type	Location	Area (sq. ft.)
"Wells Fargo"	Building Identification	3 <sup>rd</sup> floor (west façade)	100
"Wells Fargo"	Building Identification	3 <sup>rd</sup> floor (south façade)	100
"Loan X Mortgage"	Name Letter	2 <sup>nd</sup> floor (west façade)	76
<b>Total Proposed</b>	-	-	<b>276</b>
<b>Total Permitted</b>	-	-	<b>510</b>

At this time, the proposed sign meets the requirements of the Sign Ordinance in regards to combined sign area, as well as projection from the building face (5 in.). However, the question has been raised by the Planning Division as to whether or not this sign is required to be placed in the Sign Band, which is defined as a horizontal band extending the full width of the building facade and located between the highest first floor windows and the cornice, or if there is more than one story, the highest first floor windows and the bottom of the second floor windows. The Sign Ordinance requires Wall Signs and Projecting Signs to be placed in the Sign Band, and it has been common practice by the Design Review Board to require signs to be placed within the Sign Band with few exceptions (successful variance, architecturally infeasible) while citing the purpose of the Sign Ordinance, which is as follows:

"The intent of this ordinance is to regulate signage in all zoning districts so the City may: (a) reduce visual clutter that is unsightly, confusing and distracting; (b) preserve architectural character of buildings and streetscapes, so they are not overwhelmed or obscured by signage; (c) promote the use of creative and appropriate signage which will enhance the economic viability of the City; and (d) ensure the health, safety and welfare

of the residents of the City by prohibiting signage that creates a traffic hazard or otherwise adversely impacts public safety."

**Sign Review Requirements:**

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 sign appears 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 relatively consistent with applicable master plans. However, the placement outside of the Sign Band requires some consideration. The Design Review Board may wish to consider the current language within the Sign Ordinance, as well as the buildings location along Worth St., which is effectively blocked by the small triangle of land and commercial buildings that form in between the building and Woodward.

**Wording for Motions**

I move that the Design Review Board **APPROVE** the Design Review application for 34100 Woodward – Loan X Mortgage.

**OR**

I move that the Design Review Board **POSTPONE** the Design Review application for 34100 Woodward – Loan X Mortgage – pending receipt of the following:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**OR**

I move that the Design Review Board **DENY** the Design Review application for 34100 Woodward – Loan X Mortgage – for the following reason(s):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

340' building front

42' building height

WELLS FARGO

304"

36" 24"

LOAN X MORTGAGE

FOR LEASE

34100

20' clearance

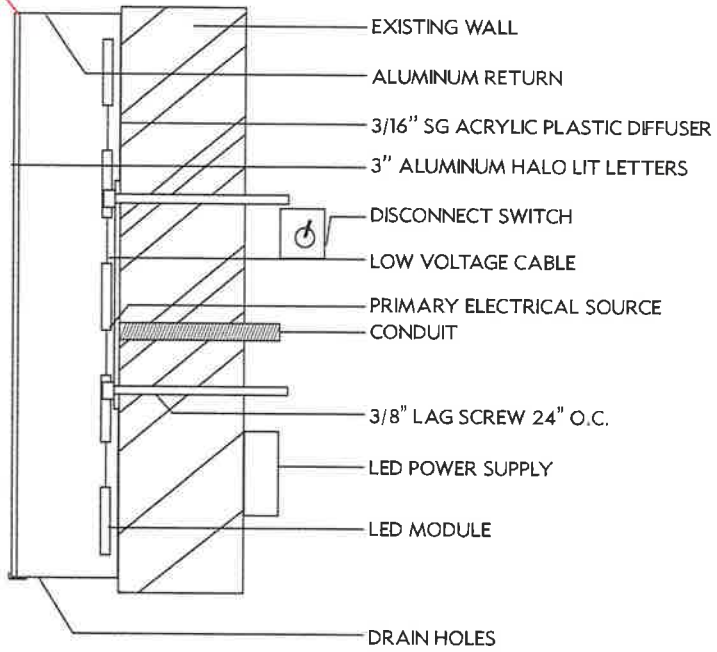




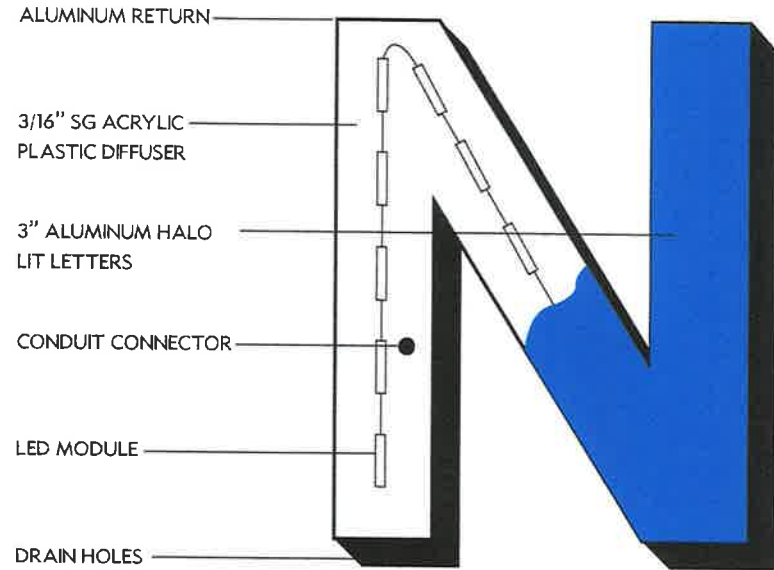
# INDIVIDUALLY MOUNTED CHANNEL LETTER

SIDE VIEW

SIGN PROJECTION 5"



FRONT VIEW





# Preliminary or Final Historic Sign/Design Review Application

## Historic District Commission

### Planning Division

*Form will not be processed until it is completely filled out.*

#### 1. Applicant

Name: Fastsigns of Birmingham / Allen Chika  
Address: 33322 Woodward Ave. Birmingham, MI 48009  
Phone Number: 248-642-9911  
Fax Number: \_\_\_\_\_  
Email address: 212@fastsigns.com

#### 2. Property Owner

Name: Fuller Central Park Properties, LLC  
Address: 112 Peabody St.  
Birmingham, MI 48009  
Phone Number: 248-642-0024  
Fax Number: \_\_\_\_\_  
Email address: steve@fullercentralpark.com

#### 3. Applicants Attorney/Contact Person

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Email address: \_\_\_\_\_

#### 4. Project Designer/Developer

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Email address: \_\_\_\_\_

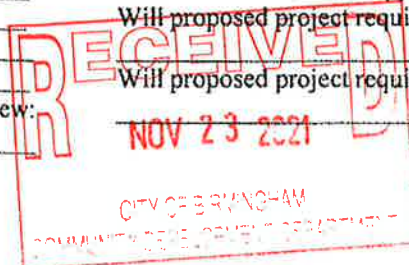
#### 5. Required Attachments

- Required fee (see Fee Schedule for applicable amount)
- Two (2) folded copies of scaled plans including color elevations showing all materials and an itemized list of all changes for which approval is requested with changes marked in color.
- Certified land survey
- Landscape plan showing all existing and proposed elements
- Photographs of existing site and/or building.
- Current aerial photos of the subject site, including all adjacent properties within 200 ft.
- Warranty Deed with legal description of property.
- Samples of all materials to be used
- Catalog sheets for all proposed lighting, mechanical equipment and outdoor furniture.
- Completed Checklist.
- Digital copy of plans.
- Any new structures or additions will require a signed letter from DTE approving the location of all electrical transformers and electrical equipment.
- Additional information as required.

#### 6. Project Information

Address/Location of the property: 34100 Woodward Ave.  
Name of development: Loan X Mortgage  
Sidwell #: \_\_\_\_\_  
Current Use: \_\_\_\_\_  
Proposed Use: \_\_\_\_\_  
Area of Site in Acres: \_\_\_\_\_  
Current zoning: \_\_\_\_\_  
Zoning of Adjacent Properties: \_\_\_\_\_  
Name of Historic District Site is Located in: \_\_\_\_\_  
Date of Application for Preliminary Historic Design Review: \_\_\_\_\_

Date of Preliminary Historic Design Review Approval: \_\_\_\_\_  
Date of Planning Board Approval: \_\_\_\_\_  
Date of Application for Preliminary Site Plan: \_\_\_\_\_  
Date of Preliminary Site Plan Approval: \_\_\_\_\_  
Date of Application for Final Site Plan: \_\_\_\_\_  
Date of Final Site Plan Approval: \_\_\_\_\_  
Will proposed project require the division of platted lots? \_\_\_\_\_  
Will proposed project require the combination of platted lots? \_\_\_\_\_



**7. Details of the Nature of Work Proposed (attach separate sheet if necessary)**

(Please specifically list all materials and colors to be used)

New wall sign

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**8. Buildings and Structures**

Number of Buildings on Site: 1  
Height of Buildings & # of Stories: 42'

Use of Buildings: Office  
Height of Rooftop Mechanical Equipment: \_\_\_\_\_

**9. Additions (in Square Feet)**

Proposed Use: \_\_\_\_\_  
Number of Floors: \_\_\_\_\_  
Number of Sq. Ft. on Each Floor: \_\_\_\_\_  
Height: \_\_\_\_\_  
Total Floor Area: \_\_\_\_\_

Retail Space: \_\_\_\_\_  
Assembly Space: \_\_\_\_\_  
Office Space: \_\_\_\_\_  
Industrial Space: \_\_\_\_\_  
Seating Capacity: \_\_\_\_\_

**10. Required and Proposed Parking**

Required number of parking spaces: \_\_\_\_\_  
Typical angle of parking spaces: \_\_\_\_\_  
Typical width of maneuvering lanes: \_\_\_\_\_  
Location of parking on site: \_\_\_\_\_  
Location of parking off site: \_\_\_\_\_  
Number of light standards in parking area: \_\_\_\_\_  
Screenwall material: \_\_\_\_\_

Proposed number of parking spaces: \_\_\_\_\_  
Typical size of parking spaces: \_\_\_\_\_  
Number of spaces <180 sq. ft.: \_\_\_\_\_  
Number of handicap spaces: \_\_\_\_\_  
Shared parking agreement? \_\_\_\_\_  
Height of light standards in parking area: \_\_\_\_\_  
Height of screenwall: \_\_\_\_\_

**11. Landscaping**

Location of landscape areas: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Proposed landscape material: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**12. Building Lighting**

Number of light standards on building: \_\_\_\_\_  
Size of light fixtures (L•W•H): \_\_\_\_\_  
Maximum wattage per fixture: \_\_\_\_\_  
Light level at each property line: \_\_\_\_\_

Type of light standards on building: \_\_\_\_\_  
\_\_\_\_\_  
Height from grade: \_\_\_\_\_  
Proposed wattage per fixture: \_\_\_\_\_

**13. Maximum Signage Allowance Calculation**

Building Frontage (in feet): \_\_\_\_\_  
Maximum Sign Area Allowed: \_\_\_\_\_  
Sign Area Proposed: \_\_\_\_\_

**Maximum Sign Area** = 1 square foot (1.5 for Woodward addresses) per each linear foot of principal building frontage.

**14. Location of Proposed Signs**

2nd floor wall facing Woodward Ave.  
\_\_\_\_\_  
\_\_\_\_\_

**15. Number of Sign(s)**

Wall: 1  
Ground:  
Projecting (Blade):

Canopy:  
Building Name:  
Post-Mounted Projecting:

**16. Sign Size, Material & Content**

**Sign #1**

Type of Sign: Individually mounted letters  
Width: 304"  
Depth: 5"  
Height: 36"  
Total Square Feet: 76  
Height of Lettering: 24"  
Height from Grade: 20'

Projection from Wall: 5"  
Sign Reads: " Loan X Mortgage "

Sign Materials: Aluminum

Sign Color(s) (including PMS color #): Brushed silver & blue panton 286

**Sign #2**

Type of Sign:  
Width:  
Depth:  
Height:  
Total Square Feet:  
Height of Lettering:  
Height from Grade:

Projection from Wall:  
Sign Reads: "

Sign Materials:

Sign Color(s) (including PMS color #):

**Sign #3**

Type of Sign:  
Width:  
Depth:  
Height:  
Total Square Feet:  
Height of Lettering:  
Height from Grade:

Projection from Wall:  
Sign Reads: "

Sign Materials:

Sign Color(s) (including PMS color #):

**17. Existing Signs Located on Property**

Number of Signs: 1  
Sign Type(s): Individually mounted letters

Square Feet per Sign: 96  
Total Square Feet of Existing Signage: 96

**18. Sign Lighting**

Type of Lighting Proposed: LED  
Size of Light Fixtures (LxWxH): 5"x1"x3"  
Maximum Wattage per Fixture: 1 WATT  
Location: Concealed inside letters

Number Proposed:  
Lighting Height from Grade:  
Proposed Wattage per Fixture:  
Style (include specifications):

**19. Landscaping (ground signs only)**

Location of Landscape Areas:

Proposed Landscape Material:

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes made to an approved site plan. The undersigned further states that they have reviewed the procedures and guidelines for site plan review in Birmingham, and have complied with same. The undersigned will be in attendance at the Planning Board meeting when this application will be discussed.

Signature of Owner:  Date: 11/18/21


Print Name: Steven G. Quintal

Signature of Applicant:  Date: 11/15/21

Print Name: Allen Chika

Signature of Architect: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

<i>Office Use Only</i>		
Application #: <u>PDR01-0026</u>	Date Received: <u>11/23/21</u>	Fee: <u>\$ 350.00</u>
Date of Approval: _____	Date of Denial: _____	Accepted by: <u></u>



## Notice Sign Rental Application Community Development

**1. Applicant**

Name: Allen Chika/ Fastsigns of Birmingham  
 Address: 33322 Woodward Ave.  
Birmingham, Mi 48009  
 Phone Number: 248-642-9911  
 Fax Number: \_\_\_\_\_  
 Email address: 212@fastsigns.com

**2. Property Owner**

Name: Fuller Central Park Properties  
 Address: 112 Peabody St.  
Birmingham, MI 48009  
 Phone Number: 248-642-0024  
 Fax Number: \_\_\_\_\_  
 Email address: steve@fullercentralpark.com

**3. Project Information**

Address/Location of Property: 34100 Woodward Ave. Ste. 200  
 Name of Development: \_\_\_\_\_  
 Area in Acres: \_\_\_\_\_

Name of Historic District, if any: \_\_\_\_\_  
 Current Use: \_\_\_\_\_  
 Current Zoning: \_\_\_\_\_

**4. Date of Board/Commission Review**

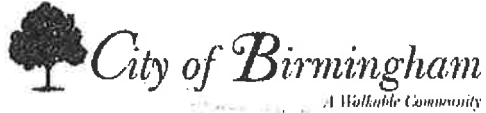
City Commission: \_\_\_\_\_  
 Planning Board: \_\_\_\_\_  
 Historic District Commission: \_\_\_\_\_  
 Design Review Board: 12/15/21

Board of Zoning Appeals: \_\_\_\_\_  
 Board of Building Trades Appeals: \_\_\_\_\_  
 Housing Board of Appeals: \_\_\_\_\_  
 Other: \_\_\_\_\_

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to post the Notice Sign(s) at least 15 days prior to the date on which the project will be reviewed by the appropriate board or commission, and to ensure that the Notice Sign(s) remains posted during the entire 15 day mandatory posting period. The undersigned further agrees to pay a rental fee and security deposit for the Notice Sign(s), and to remove all such signs on the day immediately following the date of the hearing at which the project was reviewed. The security deposit will be refunded when the Notice Sign(s) are returned undamaged to the Community Development Department. Failure to return the Notice Sign(s) and/or damage to the Notice Sign(s) will result in forfeiture of the security deposit.

Signature of Applicant: Allen Chika Date: 11/24/21

Office Use Only		
Application#: <u>PDR 21-0026</u>	Date Received: <u>11/23/21</u>	Fee: <u>\$ 150.00</u>
Date of Approval: _____	Date of Denial: _____	Reviewed By: <u>[Signature]</u>



**CONSENT OF PROPERTY OWNER**

I, Fuller Central Park Properties, LLC, OF THE STATE OF Michigan AND  
(Name of property owner)

COUNTY OF Oakland STATE THE FOLLOWING:

1. That I am the owner of the real estate located at 34100 Woodward Av.;  
(Address of affected property)
2. That I have read and examined the Application made to the City of Birmingham  
by: Fastsigns of Birmingham/Allen Chika;  
(Name of applicant)
3. That I have no objections to, and consent to the request(s) described in the  
Application made to the City of Birmingham.

Dated: 11/18/21

Fuller Central Park Properties, LLC

Owner's Name (Please Print)

Owner's Signature



Nicholas Dupuis <ndupuis@bhamgov.org>

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## Public Hearing

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**Thomas Guastello** <thomasguastello@aol.com>  
Reply-To: Thomas Guastello <thomasguastello@aol.com>  
To: "ndupuis@bhamgov.org" <ndupuis@bhamgov.org>

Fri, Dec 3, 2021 at 2:18 PM

To Whom it May Concern:

Our building is directly in front of [34110 Woodward Ave](#) - Loan X Mortgage.  
As such we feel the new exterior wall sign would be a good addition and we support the new signage.

Very best,

Thomas Guastello  
(248) 540-9999 - Office  
(949) 500-5566 - Cell



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**Design Review Board Action List – 2021**

<b>Design Review Board</b>	<b>Quarter</b>	<b>Rank</b>	<b>Status</b>
Wall Art	1 <sup>st</sup> (January-March)	1	<input checked="" type="checkbox"/>
Update Sign Ordinance	2 <sup>nd</sup> (April-June)	2	<input type="checkbox"/>
Create New Informational Artwork for Sign Ordinance	3 <sup>rd</sup> (July-September)	3	<input type="checkbox"/>
Sign Ordinance Enforcement	4 <sup>th</sup> (October-December)	4	<input checked="" type="checkbox"/>

## Updates:

1. Wall Art ordinance created and has been approved by Planning Board
  - a. Public Hearing for Wall Art set for City Commission on 12/13/21
2. Sign Ordinance update in progress.
  - a. Work with City Attorney to improve
3. Not completed, but is planned as a part of the Sign Ordinance update, carry over to 2022