



AGENDA
BIRMINGHAM DESIGN REVIEW BOARD
WEDNESDAY FEBRUARY 15, 2023
BIRMINGHAM CITY HALL, 151 MARTIN ST, COMMISSION ROOM 205, BIRMINGHAM MI *
******* 7:15 PM*******

The City recommends members of the public wear a mask if they have been exposed to COVID-19 or have a respiratory illness. City staff, City Commission and all board and committee members must wear a mask if they have been exposed to COVID-19 or actively have a respiratory illness. The City continues to provide KN-95 respirators and triple layered masks for attendees.

- 1) Roll Call
- 2) Approval of the DRB Minutes of **January 18, 2023**
- 3) Public Hearing
- 4) Design Review
- 5) Sign Review
 - A. **34040 Woodward – Community Unity Bank (Request to Postpone)**
 - B. **220 Park St. – Master Sign Plan**
- 6) Study Session
- 7) Miscellaneous Business and Communication
 - A. Pre-Application Discussions
 - B. Draft Agenda
 1. **March 1, 2023**
 - C. Staff Reports
 1. **Administrative Sign Approvals**
 2. **Administrative Approvals**
 3. **Action List 2022/2023**
- 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.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).

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

**Design Review Board
Minutes Of January 18, 2023**

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

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, January 18, 2023. Chair Henke called the meeting to order at 7:11 p.m.

1) Rollcall

Present: Chair John Henke; Board Members Keith Deyer, Natalia Dukas, Dustin Kolo, Patricia Lang, Julie Rasaweher, Michael Willoughby; Alternate Board Member Samantha Cappello (non-voting)

Absent: Alternate Board Member Sam Lanfear

Staff: Planning Director Dupuis; City Transcriptionist Eichenhorn

2) Elections of the Chair and Vice-Chair

01-03-23

Motion by Mr. Deyer

Seconded by Mr. Kolo to nominate Chair Henke to serve as Chair and Dustin Kolo to serve as Vice-Chair.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

2) Approval of the DRB Minutes of January 4, 2023

01-04-23

Motion by Ms. Rasaweher

Seconded by Mr. Willoughby to approve the January 4, 2023 minutes as submitted.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

3) Public Hearing

4) Design Review

5) Sign Review

A. 34040 Woodward – Community Unity Bank (Postponed from 12/7/22)

01-05-23

Motion by Ms. Lang

Seconded by Mr. Kolo to postpone the sign review of 34040 Woodward to February 15, 2023.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

B. 220 Park St. – Master Sign Plan

PD Dupuis presented the item and answered informational questions from the Board.

Mr. Deyer, Chair Henke, and Ms. Dukas said they were not in favor of having multiple names on the top of the building.

Mr. Kolo said the drive-through signage seemed large, which resulted from the request to have Woodward designated as the frontage.

Jeff Klatt, architect, and Ken Lamontagne, Director of Construction for the Boji Group, spoke on behalf of the request.

Mr. Kolo noted that the ordinance requires a second floor tenant be designated either in a directory sign or within the first floor sign band.

Chair Henke said he would support designating Woodward as the frontage as long as the 220 Park sign was removed and the Farmers & Merchants Drive Through Name Letter sign was replaced and recalculated with an 'FM'.

Mr. Deyer clarified that the applicant would need to come back with specific locations and dimensions for a sign plan.

PD Dupuis noted the 220 Park sign could be located in the sign band.

There was DRB consensus that the total square footage of all the signs should amount to less than 200 sq. ft.

Motion by Mr. Deyer

Seconded by Ms. Lang to postpone the sign review of 220 Park St. – Master Sign Plan to February 15, 2023.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

6) Study Session

7) Miscellaneous Business And Communications

In reply to Mr. Kolo, PD Dupuis recommended that DRB members use the GovAlert app to submit noted concerns.

A. Pre-Application Discussions

B. Draft Agenda

C. Staff Reports

- 1. Administrative Sign Approvals**
- 2. Administrative Approvals**
- 3. Action List 2023**

PD Dupuis requested the DRB consider the Action List for 2023.

8) Adjournment

No further business being evident, the Board motioned to adjourn at 7:46 p.m.



Nicholas Dupuis,
Planning Director



Laura Eichenhorn,
City Transcriptionist



MEMORANDUM

Planning Division

DATE: February 15, 2023

TO: Design Review Board

FROM: Nicholas Dupuis, Planning Director

SUBJECT: 220 Park – Design Review

The applicant has submitted a Design Review application for a new master sign plan on an existing 3-story commercial building in Downtown Birmingham. The building recently underwent a Design Review for minor renovations including a new canopy and renovated entryway. On July 6, 2022 ([Agenda](#) – [Minutes](#)), the Design Review Board moved to approve the Design Review application for these changes.

On January 18, 2023 ([Agenda](#)), the Design Review Board moved to postpone consideration of the master sign plan pending a few changes requested by the board. The changes included reducing the amount of signage overall, and removing one of the building identification signs so that there are not two competing signs at the top of the building. The applicant has submitted a new master sign plan that has relocated the “220 Park” sign, and has removed the “Farmers & Merchants” from the “Drive Through” signage, thus reducing the total proposed commercial signage square footage to 195.6 sq. ft.

Signage

There are a total of 7 new commercial signs proposed as a part of the Design Review submitted. There has not been much detail submitted at this point regarding the signage. As noted on the plans submitted, the applicant has stated that final thickness, system, illumination, and material to be submitted for Administrative Approval by signage vendors. Thus, this report is structured to inform the applicant of the general requirements of signage, but will focus on the general area and placement issues that are involved in a Master Sign Plan. The following table summarizes the general placement and size of the proposed signs:

(this space intentionally left blank)

Content	Type	Location	Area (sq. ft.)
Farmers & Merchants	Name Letter	Woodward façade	47.3
Farmers & Merchants	Name Letter	Park St. Façade	47.3
Hylant	Name Letter	Woodward Façade	19.3
Hylant	Name Letter	Park St. Façade	19.3
Clark Hill	Building	Woodward Façade	18.3
Clark Hill	Building	Hamilton Row Facade	18.3
220 Park	Name Letter	Woodward	25.8
Total Proposed	-	-	195.6
Total Permitted (Park St.)	-	-	146
Total Permitted (Woodward)*	-	-	279

It is worth noting that on the plans submitted, there are 4 signs that do not require a permit such as the "Exit Only" and "Drive Through" traffic/directional signs, "220" placard/address sign, and "Boji Group" memorial tablet.

Article 1, Section 1.04 of the Sign Ordinance states that for all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 square foot (1.5 square feet for addresses on Woodward Avenue) for each linear foot of principal building frontage. In addition, Article 3, Section 3.02 of the Sign Ordinance defines principal building frontage as:

"The width of the building on the side where the primary entrance to the business is located, which may or may not front a street. The Historic District Commission, Design Review Board or Planning Board may designate an alternate horizontal building width as the principal building frontage for signage purposes."

The primary entrance to this building is located on the Park St. frontage, which would make the Park St. frontage the principal building frontage at 146 ft. The applicant is requesting that the Design Review Board consider designating the Woodward frontage at 186 ft. as the principal building frontage for signage purposes due to the buildings unique disposition with frontage on 3 streets and the general scale/challenge of the Woodward right-of-way.

In addition, the applicant is proposing to have 2 of the 7 signs located above the sign band at the top of the building. The Sign Ordinance defines Sign Band 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."

However, the Sign Ordinance does permit non-illuminated signs identifying the entire structure by a building name to be permitted above the first floor so long as they comply with the rest of the Sign Ordinance requirements. There are no restrictions outlined in the Sign Ordinance as to

the number of Building Identification Signs permitted. Historically, the City has limited the number of signs permitted to be placed as a Building Identification Sign, and have limited the content of such to one entity/name. The applicant has relocated the "220 Park" sign to the sign band, leaving two "Clark Hill" signs at the top of the building.

Lighting

There are no new light fixtures proposed as a part of the Design Review application submitted.

Required Attachments

	Submitted	Not Submitted	Not Required
Detailed and Scaled Site Plan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interior Floor Plans	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Landscape Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Photometric Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colored Elevations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Material Specification Sheets	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Material Samples	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Site & Aerial Photographs	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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.

Design Standards

Article 7, Section 7.09 states that the Design Review Board shall review all documents submitted pursuant to this section and shall determine the following:

1. All of the materials required by this section have been submitted for review.
2. All provisions of this Zoning Ordinance have been complied with.
3. The appearance, color, texture and materials being used will preserve property values in the immediate neighborhood and will not adversely affect any property values.
4. The appearance of the building exterior will not detract from the general harmony of and is compatible with other buildings already existing in the immediate neighborhood.
5. The appearance of the building exterior will not be garish or otherwise offensive to the sense of sight.
6. The appearance of the building exterior will tend to minimize or prevent discordant and unsightly properties in the City.
7. The total design, including but not limited to colors and materials of all walls, screens, towers, openings, windows, lighting and signs, as well as treatment to be utilized in concealing any exposed mechanical and electrical equipment, is compatible with the intent of the urban design plan or such future modifications of that plan as may be approved by the City Commission.

Planning Division Analysis

Based on the requirements of Article 2, Section 2.02 of the Sign Ordinance and Article 7, Section 7.09 of the Zoning Ordinance, the Planning Division recommends that the Design Review Board **APPROVE** the Design Review application for a Master Sign Plan at 220 Park St. with the following conditions:

1. The Design Review Board designates the Woodward frontage as the principal building frontage for the purposes of signage and limits the combined sign area to the dimensions of the Master Sign Plan ; and
2. The applicant must submit an Administrative Sign Approval application for any new sign(s) with detailed plans that meet the requirements of the Sign Ordinance.

Sample Motion Language

Motion to **APPROVE** the Design Review application for a Master Sign Plan at 220 Park St. with the following conditions:

1. The Design Review Board designates the Woodward frontage as the principal building frontage for the purposes of signage and limits the combined sign area to the dimensions of the Master Sign Plan; and
2. The applicant must submit an Administrative Sign Approval application for any new sign(s) with detailed plans that meet the requirements of the Sign Ordinance.

Motion to **POSTPONE** the Design Review application for a Master Sign Plan at 220 Park St. pending receipt of the following:

1. _____
2. _____
3. _____

OR

Motion to **DENY** the Design Review application for a Master Sign Plan at 220 Park St. for the following reasons:

1. _____
2. _____
3. _____



2120 E. 11 Mile Rd. | Royal Oak, MI 48067
P: 248.414.9270 F: 248.414.9275
www.kriegerklatt.com

Boji Group

220 Park-Facade Improvements
-Phase 4

Birmingham, MI 48009

[illegible]

Do not scale drawings. Use
calculated dimensions only.
Verify existing conditions in
field.

Elevations - Building Signage

22-014

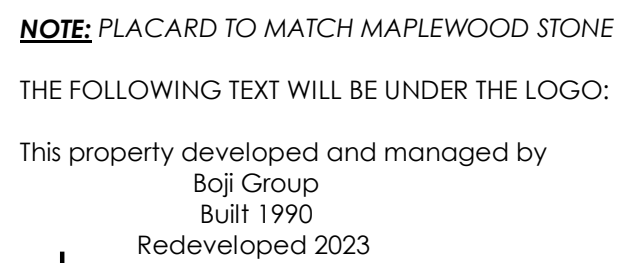
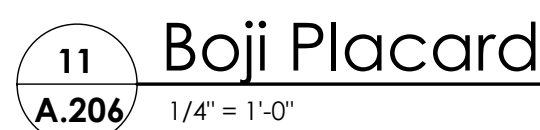
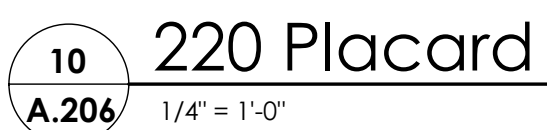
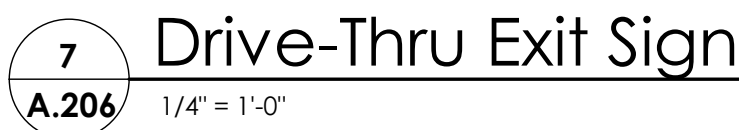
Scale:

As indicated

A.206

NON-CONTRIBUTING SIGNAGE AREAS

NOTE: FINAL THICKNESS, SYSTEM, ILLUMINATION, AND MATERIAL TO BE SUBMITTED FOR ADMIN APPROVAL BY SIGNAGE VENDORS.





AGENDA
BIRMINGHAM DESIGN REVIEW BOARD
WEDNESDAY – MARCH 1, 2023
BIRMINGHAM CITY HALL, 151 MARTIN ST, COMMISSION ROOM 205, BIRMINGHAM MI *
******* 7:15 PM*******

The City recommends members of the public wear a mask if they have been exposed to COVID-19 or have a respiratory illness. City staff, City Commission and all board and committee members must wear a mask if they have been exposed to COVID-19 or actively have a respiratory illness. The City continues to provide KN-95 respirators and triple layered masks for attendees.

- 1) Roll Call
- 2) Approval of the DRB Minutes of **February 15, 2023**
- 3) Public Hearing
- 4) Design Review
 - A. **185 Oakland**
 - B. **33680 Woodward – Petrucci Homes**
- 5) Sign Review
- 6) Study Session
- 7) Miscellaneous Business and Communication
 - A. Pre-Application Discussions
 - B. Draft Agenda
 1. **March 15, 2023**
 - C. Staff Reports
 1. **Administrative Sign Approvals**
 2. **Administrative Approvals**
 3. **Action List 2022/2023**
- 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.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).

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

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"/>

Design Review Board Action List – 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"/>