



AGENDA
BIRMINGHAM DESIGN REVIEW BOARD
WEDNESDAY FEBRUARY 21, 2024
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 17, 2024](#)**
- 3) **Public Hearing**
- 4) **Design Review**
- 5) **Sign Review**
- 6) **Study Session**
 - A. **[Church Signs in Residential Districts](#)**
- 7) **Miscellaneous Business and Communication**
 - A. **Pre-Application Discussions**
 - B. **Draft Agenda**
 1. **[March 6, 2024](#)**
 - C. **Staff Reports**
 1. **[Administrative Sign Approvals](#)**
 2. **[Administrative Approvals](#)**
 3. **[Action List 2023/2024](#)**
- 8) **Adjournment**

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**Design Review Board
Minutes Of January 17, 2024**

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

Minutes of the regular meeting of the Design Review Board ("DRB") held January 17, 2024. The meeting was called to order at 7:21 p.m.

1) Roll Call

Present: Chair John Henke; Board Members Patricia Lang, Julie Rasawehr, Michael Willoughby; Alternate Board Member Samantha Cappello

Absent: Vice Chair Dustin Kolo; Board Members Keith Deyer, Natalia Dukas; Alternate Board Member Sam Lanfear

Staff: Planning Director Dupuis; Planning Intern Aldred, City Transcriptionist Eichenhorn

2) Approval of the DRB Minutes of December 20, 2023

01-01-24

Motion by Mr. Willoughby

Seconded by Ms. Rasawehr to approve the December 20, 2023 minutes as submitted.

Motion carried, 5-0.

VOICE VOTE

Yeas: Henke, Lang, Rasawehr, Willoughby, Cappello

Nays: None

3) Public Hearing

4) Design Review

A. 34500 Woodward – Golling Alpha Romeo/Fiat

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

John Free, Design Director, spoke on behalf of the project.

DRB members made the following comments in the course of discussion:

- The ghosted stripes on the Fiat signage were subtle enough to be more appropriately described as design elements, rather than signage. Consequently, either option for the Fiat signage was acceptable; and,
- The spec sheets for the lighting will need to be submitted to the Planning Department.

It was decided that the applicant would proceed with Option 3B for signage.

01-02-24

Motion by Mr. Rasawehr

Seconded by Ms. Lang to approve the Design Review application for 34500 Woodward Ave with the following conditions:

- 1. The DRB grants a waiver for the non-cutoff light fixtures;**
- 2. That the applicant submits a revised and consistent sign package reflecting the conversation; and,**
- 3. That the applicant submits light specifications sheets.**

Motion carried, 5-0.

VOICE VOTE

Yeas: Henke, Lang, Rasawehr, Willoughby, Cappello

Nays: None

5) Sign Review

6) Study Session

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 2023**

8) Adjournment

No further business being evident, the Board motioned to adjourn at 7:41 p.m.



Nick Dupuis, Planning Director



Laura Eichenhorn, City Transcriptionist



MEMORANDUM

Planning Division

DATE: February 21, 2024
TO: Design Review Board
FROM: Nicholas Dupuis, Planning Director
SUBJECT: Church Signs in Residential Districts

An application has been submitted to request an amendment to the Sign Ordinance to reconsider that maximum area and maximum number requirements for church signs in the R1A through R8 residential zoning districts. At present, churches are permitted 1 sign at 20 square feet if less than 500 feet from occupied residential dwellings, or 1 sign at 40 square feet if more than 500 feet from occupied residential dwellings. Regulations regarding church signs from other cities are as follows:

Community	Wall Signs	Monument Signs
Royal Oak, MI	20 sq. ft. per façade	1 sign @ 25 sq. ft. per side
Rochester Hills, MI	20 sq. ft. total	48 sq. ft. total
Berkley, MI	6 sq. ft. total	15 sq. ft. per sign face
Ferndale, MI	10% of wall surface	1 sign at 32 sq. ft.
Plymouth, MI	N/A	1 sign at 18-25 sq. ft. per side
Pontiac, MI	2 sq. ft. per lineal ft. of frontage	1 sign @ 50 sq. ft.
Clawson, MI	1 sign, 36 sq. ft. maximum	1 sign @ 24 sq. ft.

As is apparent through research, regulations for church or institutional signs appear to be somewhat inconsistent in this area, although relatively simple. In any proposed amendments to the City of Birmingham Sign Ordinance, we would endeavor to keep it as simple as possible while also considering the unique circumstances that may be found.

As one example where this issue recently came up, the Our Shepherd Lutheran Church sought to install 3 new signs at a total of around 70 sq. ft. of new signage. Because of their location, the Sign Ordinance permits only 20 sq. ft. The applicant sought a variance for 50 sq. ft. of signage and was denied. This particular parcel has over 500 ft. of frontage on 14 Mile, and is larger than 1 acre.

Please see the proposed language on the following page that suggests regulating maximum area by percentage of principal frontage rather than a fixed area.

CITY OF BIRMINGHAM

ORDINANCE NO. _____

THE CITY OF BIRMINGHAM ORDAINS:

AN ORDINANCE TO AMEND THE SIGN ORDINANCE OF THE CITY OF BIRMINGHAM:

TO AMEND ARTICLE 1, TABLE B: PERMANENT RESIDENTIAL SIGN STANDARDS TO AMEND THE STANDARDS FOR CHURCHES, PRIVATE SCHOOLS, COMMUNITY CENTERS, HEALTH CARE FACILITIES AND GOVERNMENT SIGNS:

TABLE B: PERMANENT BUSINESS SIGN STANDARDS					
Type of Sign	Permit Required	Maximum Area	Maximum Height	Illumination (see also Section 1.03)	Maximum Number
Churches Religious Institutions , Private Schools, Community Centers, Health Care Facilities and Government Signs	Yes	20 square feet if less than 500 feet from occupied residential dwellings. 40 square feet if more than 500 feet from occupied residential dwellings. 20 percent of principal street frontage.	8 feet above grade.	Signs of health care facilities may not be illuminated; other uses permitted.	1 sign. 1 sign per street frontage.



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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 checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>