



AGENDA
BIRMINGHAM DESIGN REVIEW BOARD
WEDNESDAY MAY 3, 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 **March 1, 2023**
- 3) Public Hearing
- 4) Design Review
 - A. **1065 E. Maple – Mobil**
- 5) Sign Review
- 6) Study Session
- 7) Miscellaneous Business and Communication
 - A. Pre-Application Discussions
 - B. Draft Agenda
 1. **May 17, 2023**
 - C. Staff Reports
 1. **Administrative Sign Approvals**
 2. **Administrative Approvals**
 3. **Action List 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 March 1, 2023**

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

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, March 1, 2023. Mr. Deyer called the meeting to order at 7:20 p.m.

1) Rollcall

Present: Board Members Keith Deyer, Natalia Dukas, Patricia Lang; Alternate Board Members Samantha Cappello, Sam Lanfear

Absent: Chair John Henke; Board Members Dustin Kolo, Michael Willoughby, Julie Rasawehr

Staff: Planning Director Dupuis; City Transcriptionist Eichenhorn

2) Approval of the DRB Minutes of February 15, 2023

03-09-23

Motion by Ms. Cappello

Seconded by Ms. Lang to approve the February 15, 2023 minutes as submitted.

Motion carried, 5-0.

VOICE VOTE

Yeas: Dukas, Lanfear, Deyer, Lang, Cappello

Nays: None

3) Public Hearing

4) Design Review

A. 185 Oakland

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

Ross Hinkle, architect, spoke on behalf of the item. He stated that the dimensions of the soffit and the foot candles of the lighting would be changed to meet the ordinance requirements. He explained that it would be difficult to meet the glazing requirements since the landlord was trying to conduct exterior repairs to the building without disturbing the tenants.

Ms. Dukas said the design changes would be an improvement to the look of the building and commended the applicant team.

03-10-23

Motion by Ms. Dukas

Seconded by Ms. Lang to approve the Design Review application for 185 Oakland with the following conditions:

- 1. The Design Review Board approves the non-cutoff wall sconces pursuant to Article 4, Section 4.21;**
- 2. The applicant must submit revised lighting/photometric plans that meet the requirements of Article 4, Section 4.21 of the Zoning Ordinance;**
- 3. The Design Review Board approves the canopy and awning projections into the Oakland and Ferndale right-of-way so long as the applicant submit revised plans with all dimensions clearly labeled and confirmed. In addition, the applicant must submit revised plans reducing the soffit projection to 2 ft. or less, or obtain a lease from the City Commission; and,**
- 4. The applicant must submit revised design plans demonstrating transparent areas equal to 70% of its portion of the facade, between one and eight feet from the ground on the south and east facades, or obtain a variance from the Board of Zoning Appeals. Additionally, the applicant must submit glazing specification sheets to ensure the clarity requirements are met.**

In reply to Mr. Deyer, PD Dupuis noted that any future proposed sign could be administratively approved as long as it complies with the sign requirements.

Mr. Deyer noted that if more than one tenant occupies the building in the future, a sign plan should be submitted.

Mr. Hinkle said the intent was to return with a sign plan.

Motion carried, 5-0.

VOICE VOTE

Yeas: Dukas, Lanfear, Deyer, Lang, Cappello

Nays: None

B. 33680 Woodward – Petrucci Homes

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

Trent Schmitz, architect, and Mike Petrucci, owner, spoke on behalf of the item.

PD Dupuis confirmed for Mr. Petrucci that future plans for exterior paint would need to be submitted to the Planning Department for review.

Mr. Schmitz explained that the backer for the sign would be changed from the submitted plans to be the same color as the building. Mr. Petrucci added that it would have panel detail in the plaster, and that it would not be brass.

It was noted that lighting only the letters of the sign would comply with the ordinance.

Mr. Petrucci stated that there would be no light above the sign.

In reply to Mr. Deyer, Mr. Schmitz confirmed that the applicant would submit updated renderings.

PD Dupuis advised the DRB that a recent Supreme Court case prohibited the regulation of the content of signs. He said the Board could still regulate design standards, including concepts such as 'visual clutter' and 'architectural harmony'.

Ms. Cappello commended the applicant on the gas lanterns.

Ms. Dukas said the design was beautiful.

03-11-23

Motion by Ms. Cappello

Seconded by Ms. Lang to approve the Design Review application for 33680 Woodward – Petrucci Studio – with the following conditions:

- 1. The applicant must submit revised site/design plans with consistent material notes throughout;**
- 2. The applicant must submit revised sign plans with all required dimensions, and also with changes to the brass element to match the exterior of the building;**
- 3. The applicant must clarify the rooftop plans to show no new proposed RTU; and,**
- 4. The applicant must submit glazing specification sheets for all proposed glazing to ensure the clarity requirements are met.**

Mr. Deyer advised the applicant that any changes to these approvals or to the exterior of the building must be submitted to the Planning Department for review prior to occurring.

Motion carried, 5-0.

VOICE VOTE

Yeas: Dukas, Lanfear, Deyer, Lang, 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**

03-12-23

Motion by Ms. Lang
Seconded by Mr. Lanfear to approve the 2023 DRB Action List.

Motion carried, 5-0.

VOICE VOTE

Yeas: Dukas, Lanfear, Deyer, Lang, Cappello

Nays: None

8) Adjournment

No further business being evident, the Board motioned to adjourn at 8:01 p.m.

A handwritten signature in blue ink, appearing to read 'Nick Dupuis', with a large, sweeping loop at the end.

Nick Dupuis, Planning Director

A handwritten signature in blue ink, appearing to read 'Laura Eichenhorn', with a long, horizontal, wavy line extending to the right.

Laura Eichenhorn, City Transcriptionist



MEMORANDUM

Planning Division

DATE: May 3rd, 2023
TO: Design Review Board
FROM: Leah Blizinski, City Planner
APPROVED: Nicholas Dupuis, Planning Director
SUBJECT: 1065 E. Maple – Mobil – Design Review

Zoning: B2B (General Business) & D2 (Downtown Overlay)
Existing Use: Commercial

Introduction

The applicant has submitted a Design Review application for new canopy lighting and new signage on an existing 1-story fueling station in Downtown Birmingham. The subject site is located at the northwest corner of Maple and Adams.

Building Exterior

There are no changes proposed to the building exterior.

Signage

There are several new signs proposed as part of the Design Review application submitted. The site/design plans submitted contain proposals for new wall signage, pump station signage and projecting signage.

There are three new wall signs proposed as a part of the Design Review application submitted. The wall signs are proposed to be located on the west (one sign) and east (two signs) sides of the roof of the accessory structure that houses the pump stations underneath. The Planning Division considers these signs to be wall signs and not canopy signs as the Planning Division considers the fueling area structure to be an accessory structure to the gas station building. Therefore, the gas station 'canopy' is considered a structure itself and not a canopy under the sign ordinance definition of canopy as "an architectural structure made of permanent materials, mounted on the face of a building above a window, entrance, or storefront opening, providing weather and/or sun protection."

The area of each proposed wall sign is 25 sq. ft. and the signs are proposed to be mounted in the sign band. The signs are proposed to be constructed of translucent white polycarbonate with 1.62" push thru letters with blue and red vinyl applied to the front face. The signs are proposed to be internally illuminated with 40 Streetfighter LED .72W modules, 28.8W total. The 3 proposed wall signs total 75 sq. ft.

In addition to the above Mobil wall signs, the applicant is proposing 8 smaller signs to show "Fuel Technology Synergy Mobil" branding as decals on the front of each of the 8 pump doors below each of the 8 fuel pumps. These decals total 49.44 sq. ft. and are currently existing on site though they have not been approved or permitted. Therefore, they have been included under 'Proposed' signs in the table below.

The applicant is also proposing 4 projecting signs to say "Fuel Technology Synergy" on 4 of the structural columns near each of the pump islands. These signs are proposed to be 4.08 sq. ft. on each side, with 8 sides totaling 32.64 sq. ft. total. The sign design does not show the distance between the proposed projecting signs, which is required to be 20 ft. Additionally, the design does not appear to include the required 6" separation from the wall. **The applicant should revise the design to include the 20 ft. distance required between each sign and the 6" required separation from the wall (column) or obtain variances from the Board of Zoning appeals.**

They are also proposing additional "Mobil" logo sign decals on the ends of each of the projecting signs. These are proposed at .21 sq. ft. each, totaling .84 across the 4 projecting signs.

There are also proposed 'Koala' style poster holding signs proposed on the columns as well. They appear to be proposing 4 of these signs, which have 3 copy sides each. The combined total copy area of the 3 sides is available 7.19 sq. ft. and there are 4 of these style of sign proposed, totaling 28.76. These signs are also considered projecting signs and do not appear to be located 20ft. away from the other projecting signs. **These signs are proposed to be located on the columns 47" above grade, which is 49" below the required minimum location for these types of signs of 8 ft. above grade. The applicant should revise the projecting signs to meet the 20 ft. distance required between each projecting sign, the 6" required separation from the wall and the minimum height above grade of 8 ft. or obtain variances from the Board of Zoning Appeals.**

They are also proposing for existing signage on the pump island canopies to remain. These signs also do not appear to have been previously approved, so they have been included as 'proposed' in the table below. The signs say "Mobil" and are .5 sq. ft. each for a total of 4 sq. ft. across the 8 fuel pumps.

A full summary of the existing and proposed signage is listed in the table below:

Content	Type	Location	Area per sign (sq. ft.)	Quantity	Total (sq. ft.)
Existing					
"Mobil Fuel Technology Synergy Regular 'gas station price' beer/wine liquor"	Ground Sign	Adams Frontage	26.74	2 (sides)	53.48
Total Existing			53.48		
Proposed					
"Mobil"	Wall Sign	West, east facades	25	3	75
"Fuel Technology Synergy Mobil"	Wall Sign	Pump door	6.18	8	49.44
"Fuel Technology Synergy"	Projecting Sign	Pump station columns	4.08	8 (sides)	32.64
"Mobil"	Projecting Sign	Pump station columns	.21	4	.84
'Koala' Poster holder	Projecting Sign		7.19	4	28.76
"Mobil"	Wall Sign	Pump Island Canopies	.5	8	4
Total Proposed	-	-	244.1		
Total Permitted	-	-	60		

The permitted combined sign area for this building is 60 sq. ft. based on principal building frontage of 60 linear ft. The applicant has proposed 244.1 sq. ft. of signage, more than 4x the total permitted for this building. **The applicant should reduce the total area of proposed signage to meet the ordinance or obtain a variance of 184.1 sq. ft. from the Board of Zoning Appeals.**

Not included in the table above is existing window signage. Window signage is not included in the total permitted sign area and there is no new window signage being proposed as a part of this design review application. However, the submitted application includes 24.18 sq. ft. of existing window signage where 12 sq. ft. is allowed. **The applicant is required to reduce the amount of window signage to meet the ordinance or obtain a variance from the Board of zoning appeals.**

Lighting

The applicant has proposed new light fixtures on the canopy roof of the accessory structure that houses the pump islands on site. They have submitted specification sheets pursuant to Article 4, Section 4.21 of the Zoning Ordinance. The light fixtures proposed are LED downlights within ACM panels. The downlights appear to be full cut-off within the ACM panels, however, the applicant should clarify whether the ACM panels are fully opaque and will prevent light transmittance above the 90-degree line. Article 4, Section 4.21 of the Zoning Ordinance requires a photometric plan

for new lighting that may significantly alter the light distribution or illuminance on a site, as deemed necessary by the Planning Division or Design Review Board. The Planning Division did not seek a photometric plan as a part of this application. **The Design Review Board may wish to discuss this determination and direct the applicant to provide a photometric plan if deemed necessary.**

Lighting Type	Qty. (in ft.)	Location	Color
Street Fighter Pod	292 ft.	Within a slotted channel at the top of the canopy roof – “eyebrow” lighting effect	7000K White

For the fixtures themselves, Article 4, Section 4.21 requires all luminaries to be full cutoff or cutoff and positioned in a manner that does not unreasonably invade abutting or adjacent properties. Exception to cutoff luminaries can be made at the discretion of the Design Review Board under any of the following conditions:

1. The distribution of upward light is controlled by means of refractors or shielding to the effect that it be used solely for the purpose of decorative enhancement of the luminaire itself and does not expel undue ambient light into the nighttime environment.
2. The luminaire is neither obtrusive nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety, with appropriate methods used to eliminate undesirable glare and/or reflections.
3. The luminaire is consistent with the intent of the Master Plan, Urban Design Plan(s), Triangle district plan, Rail District plan and/or Downtown Birmingham 2016 Report, as applicable.
4. The scale, color, design or material of the luminaire will enhance the site on which it is located, as well as be compatible with the surrounding buildings or neighborhood.
5. Lighting designed for architectural enhancement of building features (i.e. architectural enhancement lighting). Appropriate methods shall be used to minimize reflection and glare.
6. The site lighting meets all requirements set forth in this ordinance including, but not limited to, light trespass and nuisance violations.

The canopy “eyebrow” lighting appears to be cutoff by the addition of ACM panel shields, and appears to meet the intent of the ordinance as outlined above. **The Design Review Board should consider the standards above, as well as the applicant should confirm that the ACM shields will be of an opaque material to prevent light transmittance to meet the cutoff standards listed above.**

Planning and Zoning

As the building/site is not changing its use or size, there are no bulk or area requirements that must be reviewed at this time. There are, though, some applicable planning and zoning issues that require review as a part of the Design Review application submitted:

- Projections into the Right-of-Way – The applicant is not proposing any projections into the Right-of-Way.
- Glazing – The applicant is not proposing to make modifications to the glazing on the building.
- Building Use – The existing 1-story building is currently used as a gas station, and building use is not proposed to change as a part of the Design Review application submitted. Thus, the use is permitted to remain.
- Parking – Similar to the use section above, a parking analysis is not required, as the building use is not proposed to change.
- Landscaping – There are no landscaping installations that are required as a part of the Design Review application submitted

Required Attachments

	Submitted	Not Submitted	Not Required
Detailed and Scaled Site Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Material Samples	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Site & Aerial Photographs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Design Standards

Article 7, Section 7.09 of the Zoning Ordinance 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.

Sign Design Standards

Article 2, Section 2.02 of the Sign Ordinance states that the Design Review Board shall review all documents submitted pursuant to this section and shall determine 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.

Planning Division Analysis

Based on the requirements of Article 7, Section 7.09, the Planning Division recommends that the Design Review Board **POSTPONE** the Design Review application for 1065 E. Maple pending receipt of the following:

1. Revised plans showing all projecting signs to meet the 20 ft. distance required between each projecting sign, the 6" required separation from the wall and the minimum height above grade of 8 ft.;
2. Revised plans with reduced total area of proposed signage;
3. Manufacturer's specifications for the 'Street Fighter Pod' LED light fixture;
4. The Design Review Board directs the applicant to provide a photometric plan;

OR

The Design Review Board has determined that a photometric plan is not necessary.

Sample Motion Language

Motion to **POSTPONE** the Design Review application for 1065 E. Maple pending receipt of the following:

1. Revised plans showing all projecting signs to meet the 20 ft. distance required between each projecting sign, the 6" required separation from the wall and the minimum height above grade of 8 ft.;
2. Revised plans with reduced total area of proposed signage;
3. Manufacturer's specifications for the 'Street Fighter Pod' LED light fixture;
4. The Design Review Board directs the applicant to provide a photometric plan;

OR

The Design Review Board has determined that a photometric plan is not necessary.

Motion to **APPROVE** the Design Review application for 1065 E. Maple with the following conditions:

1. The applicant revises the projecting signs to meet the 20 ft. distance required between each projecting sign, the 6" required separation from the wall and the minimum height above grade of 8 ft. or obtain variances from the Board of Zoning Appeals;
2. The applicant reduces the total area of proposed signage to meet the ordinance or obtain a variance of 184.1 sq. ft. from the Board of Zoning Appeals;
3. The applicant reduces the amount of window signage to meet the ordinance or obtain a variance from the Board of zoning appeals;
4. The Design Review Board has determined that a photometric plan is not necessary.
5. The applicant provides revised plans confirming that the ACM shields will be of an opaque material to prevent light transmittance to meet the cutoff standards listed above.

OR

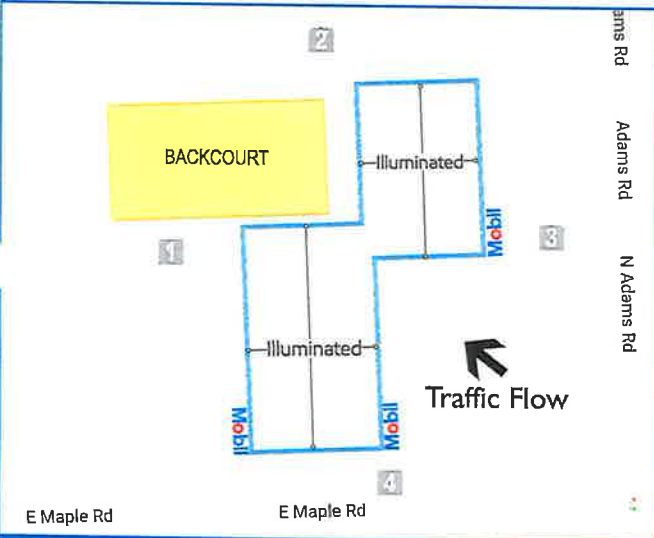
Motion to **DENY** the Design Review application for 1065 E. Maple for the following reasons:

1. _____
2. _____
3. _____

A SITE CONFIGURATIONS

Canopy fascia artwork for visualization purposes only

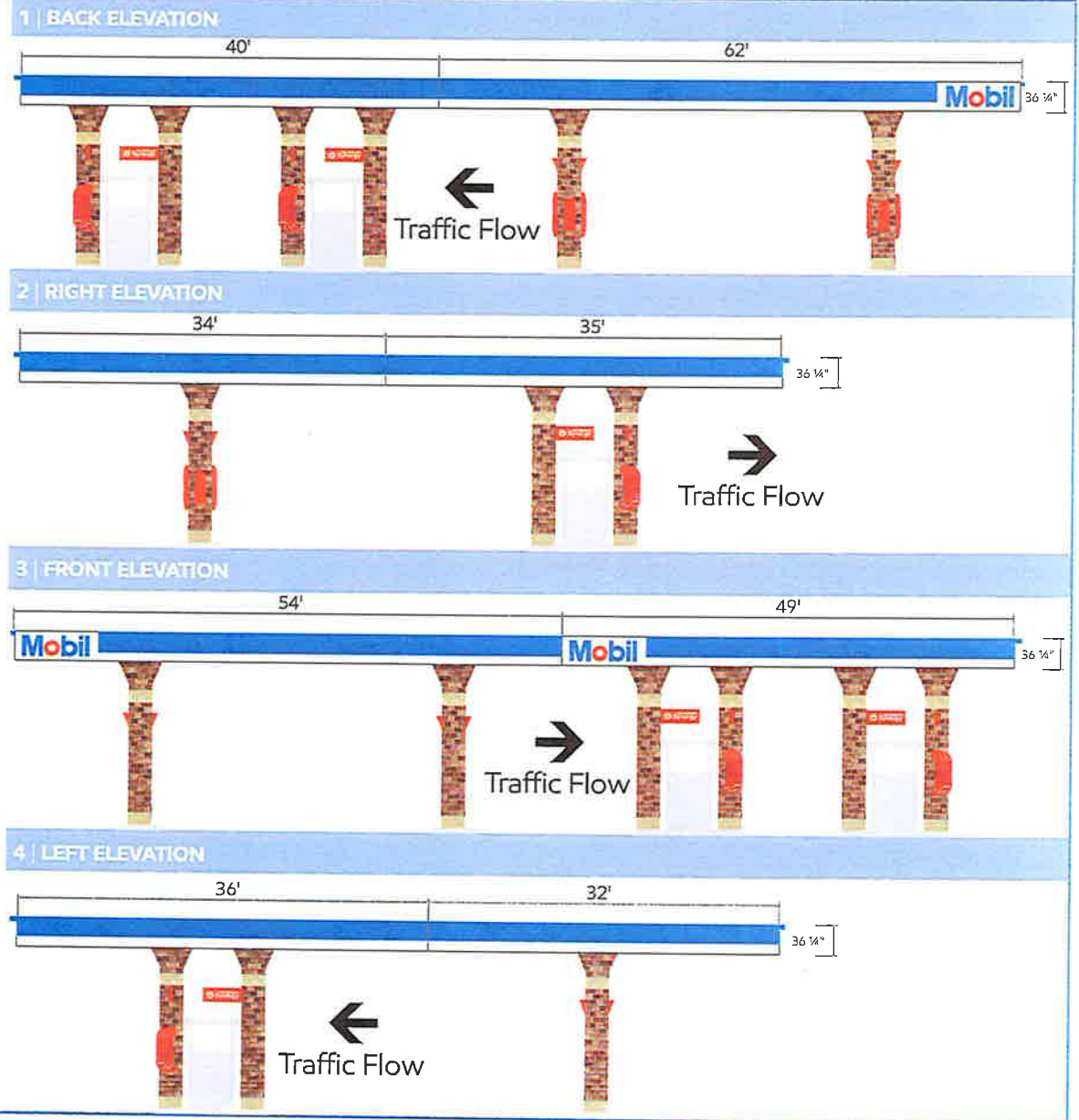
4 blade
Kolar



Overhead Map



Canopy Perspective



Project Name ExxonMobil	PBL # 312651	Customer ExxonMobil	Created by B.Dighero	Permit Pack BIG RED ROOSTER FLOW 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
Revision # Original	Date 12_21_2022	Scale NA	Page # 3 OF 12	
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A SITE CONFIGURATIONS

***See installation guide**

SINGLE LETTER SPECS:

"M" = 2.88 sq ft
 "o" = 1.44 sq ft
 "b" = 1.83 sq ft
 "i" = .80 sq ft
 "l" = .83 sq ft
 TOTAL = 7.78 sq ft

LETTER SPECS:

22.445" X 73.927" = 11.5 SF

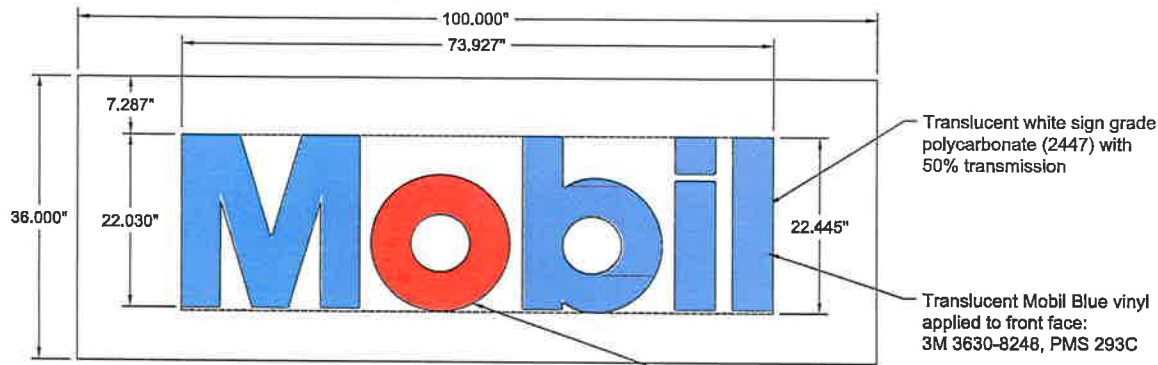
SIGN SPECS:

36" X 100" = 25 SF

UL NUMBER:

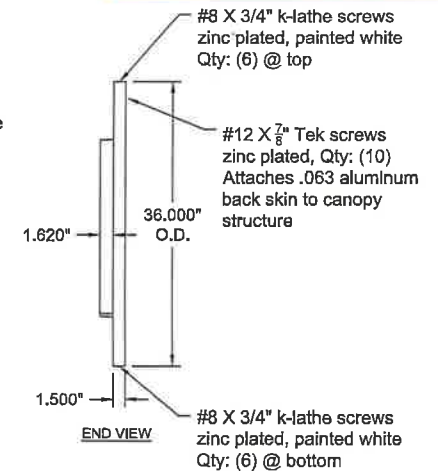
E84811

Appx weight of sign = 75lbs



FRONT VIEW - PUSH THRU LETTERS IN FACE

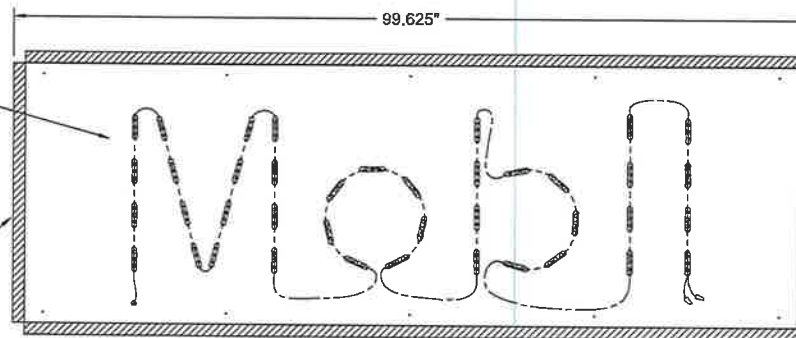
Translucent Mobil Red vinyl applied to front face: 3M 3630-2590, PMS 485C



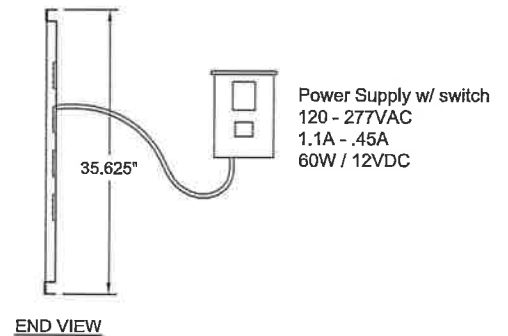
END VIEW

(40) Streetfighter LED
 .72W / module
 28.08W Total
 60W power supply
 120VAC / 12VDC

.063" aluminum pre-paint white with 1/4" X 1" neoprene gasket PN 394204



INTERNAL DETAILS



END VIEW

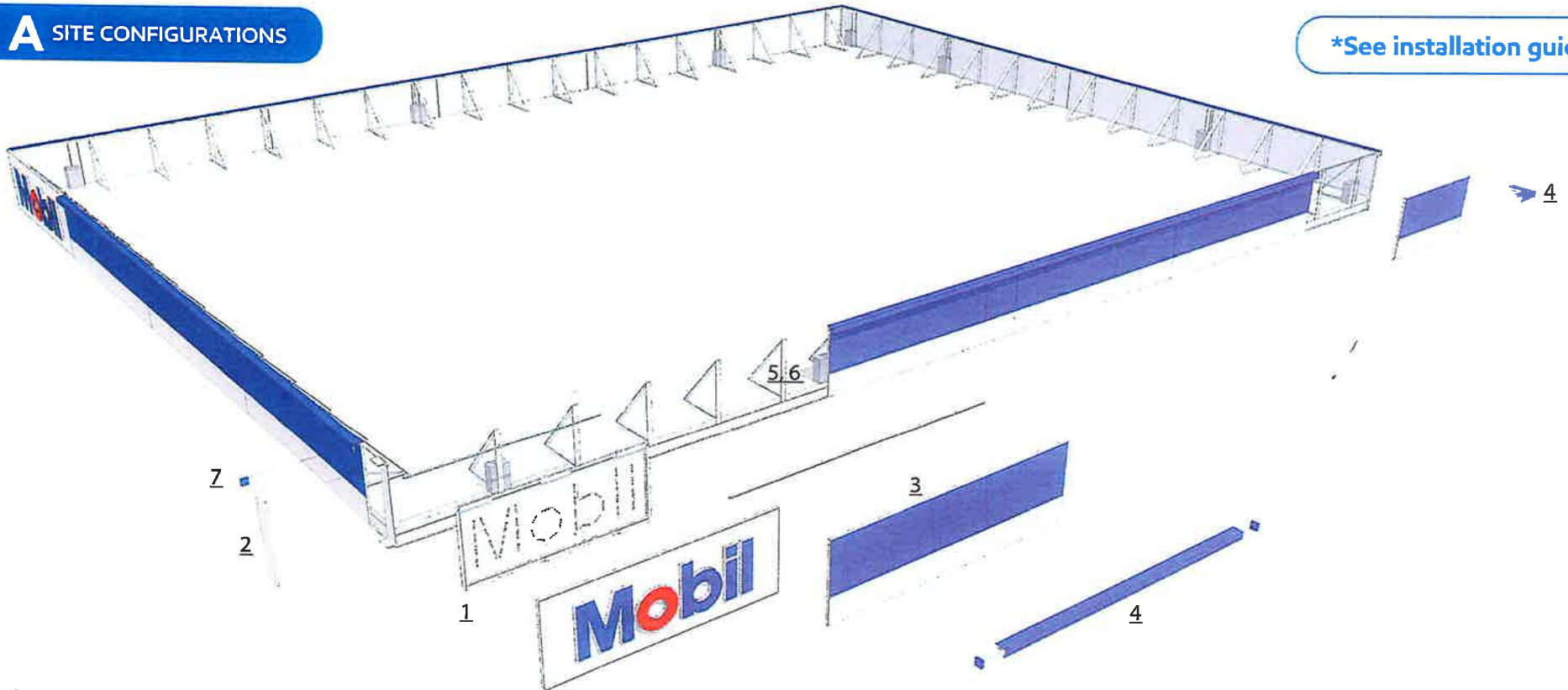


NIGHT VIEW

Project Name ExxonMobil	PBL # 312651	Customer ExxonMobil	Created by B.Dighero	<div>Permit Pack BIG RED ROOSTER FLOW 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564</div>
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A SITE CONFIGURATIONS

*See installation guide



- Step 1. Begin with installing any logos (left or right Exxon or Mobil): back skin, side return, LED tray, power supplies and face.
- Step 2. Install logo corner panels on either side of the logo and the ends of each run.
- Step 3. Install mounting brackets and 120" ACM panels, cutting one panel per side to fit.
- Step 4. Install LED corners first, then install 118" LED downlight starting with ACM panel next to the logo. Install short downlight, cut to length or overlap as required on each side for site conditions.
- Step 5. Install (1) power supplies every other panel and connect to LEDs. Each corner downlight comes with their own power supply.
- Step 6. Install junction box power circuits every 200 feet for each side as required by site layout. Electrician to connect to 120VAC.
- Step 7. Install end caps.

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****THIS PERMIT PACK IS NOT AN INSTALLATION GUIDE****



PROJECT OVERVIEW

- A** Site Configurations
- B** Aperture Specifications
- C** Dispenser Visuals
- D** Paint Specifications

approval signature
I have reviewed the visuals within this document and I approve the designs and scope of work listed within.

1065 E MAPLE RD
BIRMINGHAM, MI 48009
42.5472 -83.2063



Site Map **A** Gate **D** Main ID



Existing



Proposed

Branded Wholesaler:

Site Operator:

Forecourt Installer:

Sign Installer:

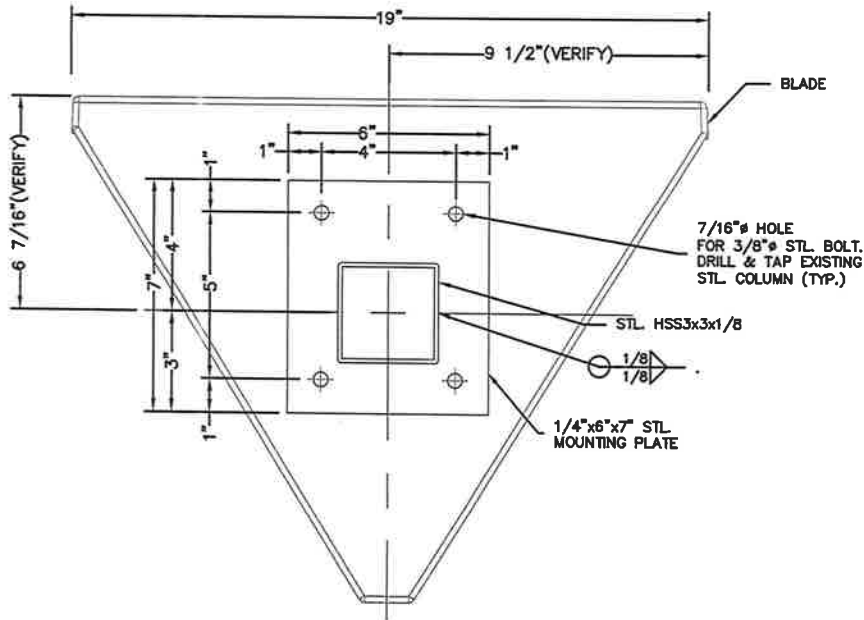
Project Name ExxonMobil	PBL # 312651	Customer ExxonMobil	Created by B.Dighero	Permit Pack BIG RED ROOSTER FLOW 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
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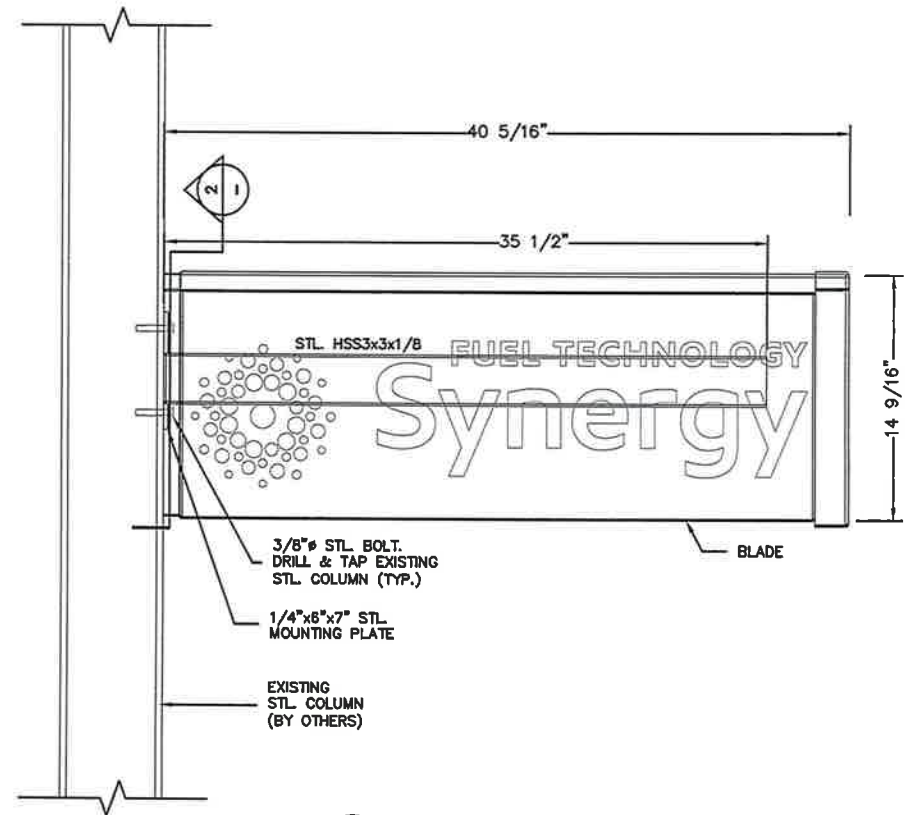
B APERTURE SPECIFICATIONS

*See installation guide

BLADE



2 END SECTION DETAIL



1 BLADE ELEVATION SECTION

Project Name ExxonMobil	PBL # 312651	Customer ExxonMobil	Created by B.Dighero	<div>Permit Pack</div> <div>BIG RED ROOSTER FLOW</div> <div>2 Northfield Plaza, Ste 250 Northfield, IL 60093</div> <div>P. (847) 441-1818 F. (847) 592-9564</div>
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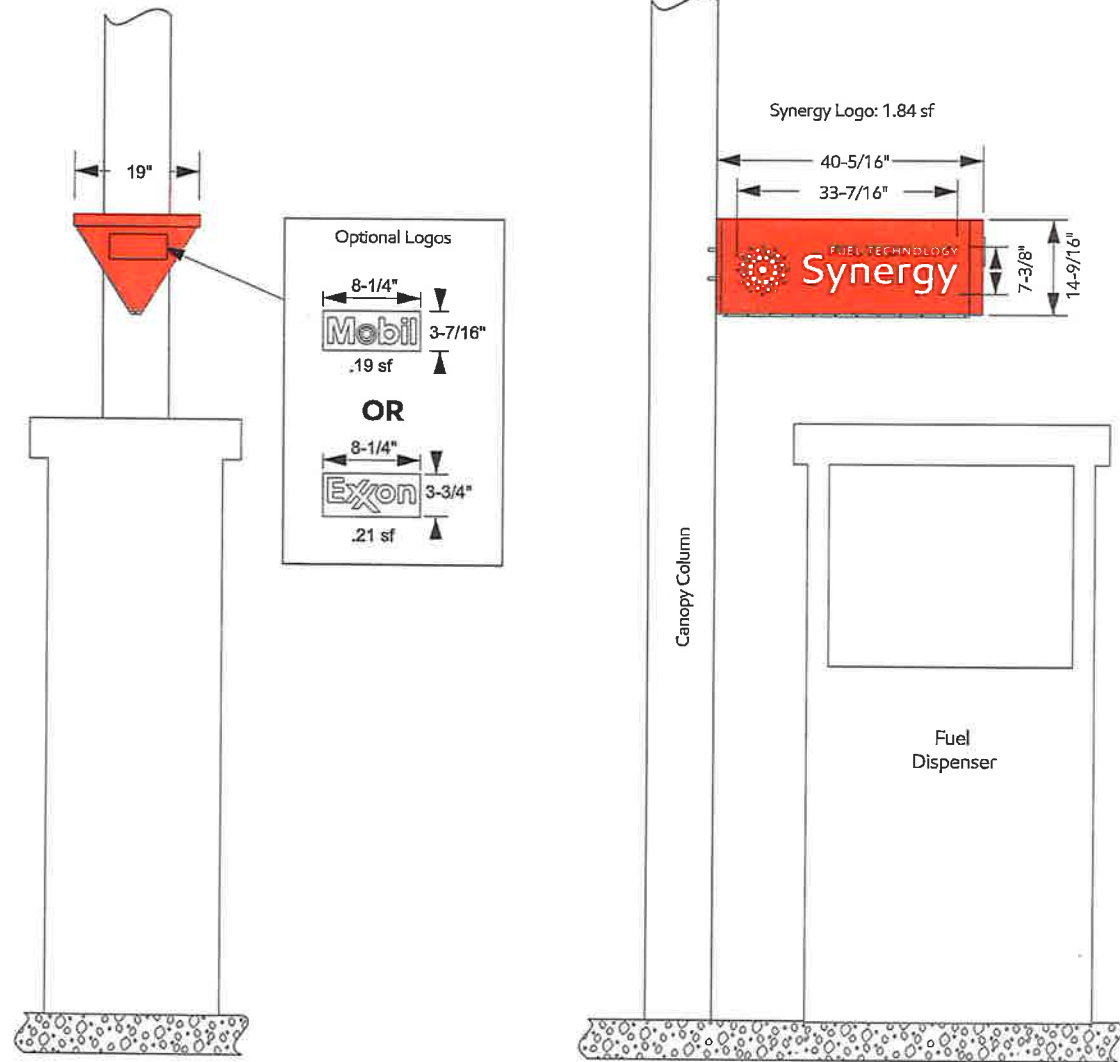
B APERTURE SPECIFICATIONS

BLADE

Blade

Structural Spec:

- Aluminum truss core
- Acrylonitrile butadiene styrene (ABS) outer skin
- 32 lbs total weight
- Structure rated at 180 mph wind load



*See installation guide

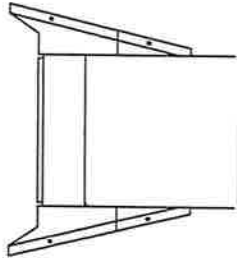
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Revision # Original	Date 12_21_2022	Scale NA	Page # 7 OF 12	

B APERTURE SPECIFICATIONS

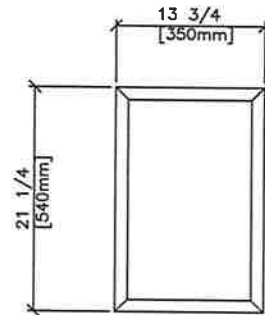
KOALA



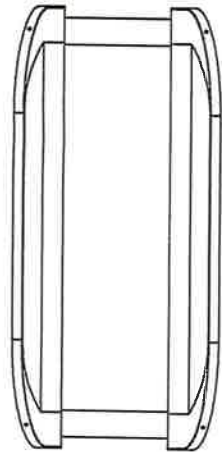
KOALA_S



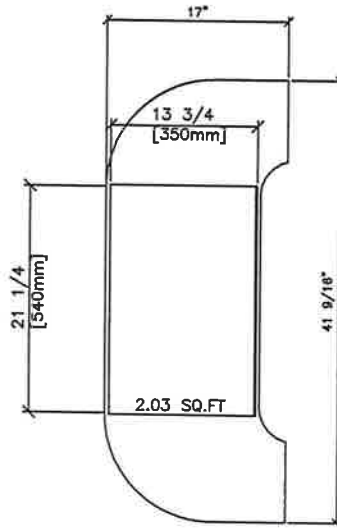
KOALA_S_LG



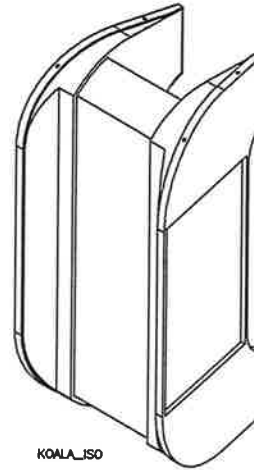
MD. POSTER:
2.03 SQ.FT



KOALA_B



KOALA_B



KOALA_ISO

KOALA ELEVATION
SCALE: 1"=1'-0"

***See installation guide**

Extra Small

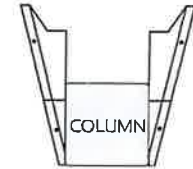
Ears Only

Rectangular Column

7"-9"

Round Column

7"-9"



Small

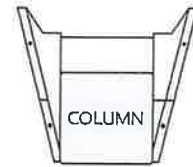
Koala with small back
and two posters

Rectangular Column

10"-13"

Round Column

10"-13"



Large

Koala with large back
and three posters

Rectangular Column

13.1"-14.5"

Round Column

13.1"-16.5"



Extra Large

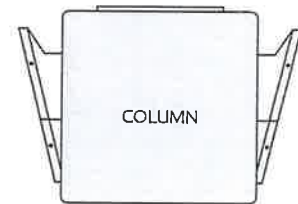
Koala with ears
and three posters

Rectangular Column

>14.5"

Round Column

>16.5"



Project Name

ExxonMobil

PBL #

312651

Customer

ExxonMobil

Created by

B.Dighero

Revision #

Original

Date

12_21_2022

Scale

NA

Page #

8 OF 12

Permit Pack

BIG RED ROOSTER FLOW

2 Northfield Plaza, Ste 250

Northfield, IL 60093

P: (847) 441-1818 F: (847) 592-9564

B APERTURE SPECIFICATIONS

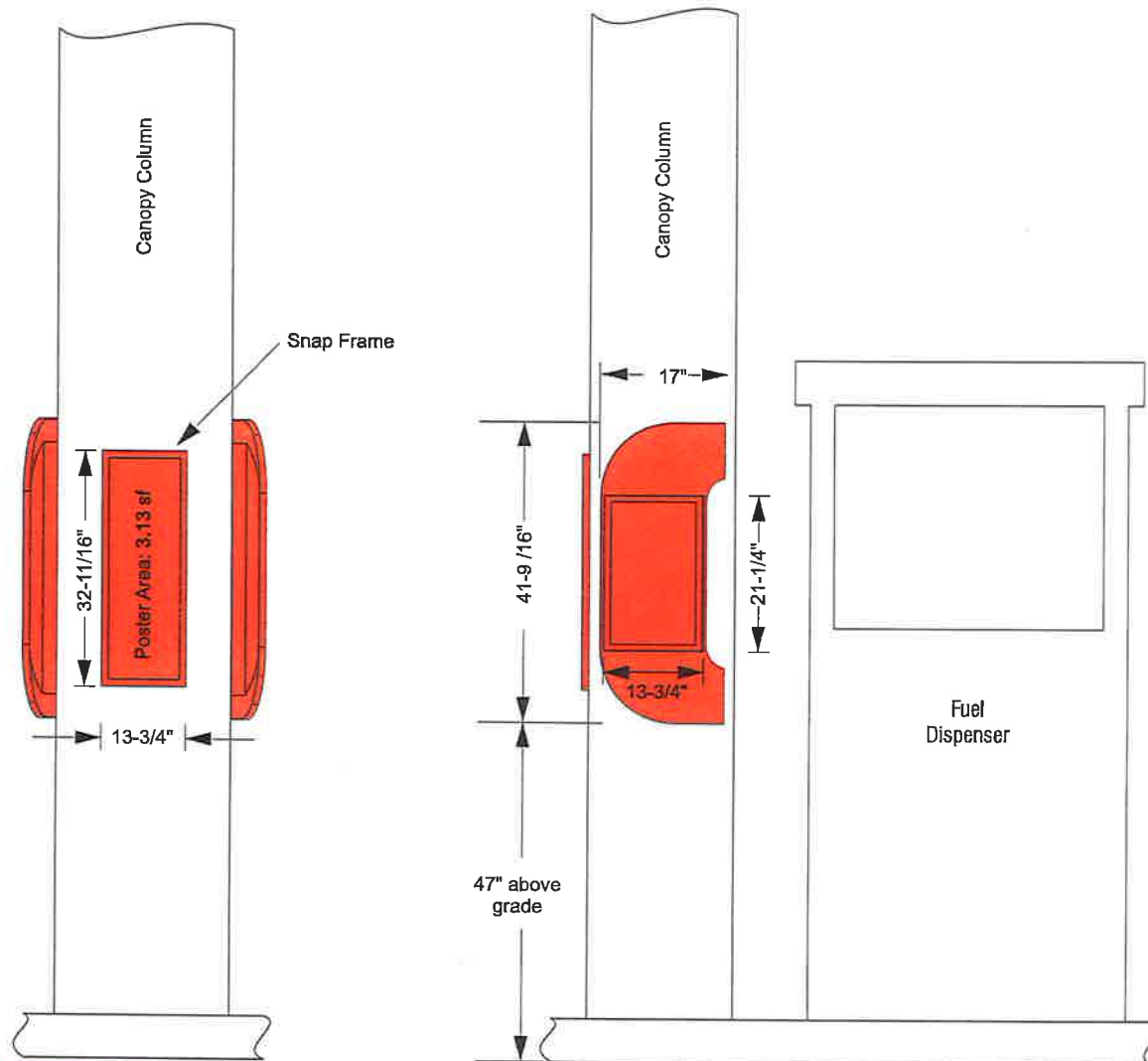
KOALA

*See installation guide

XL Koala without Back

Structural Spec:

- Koala has 3 sides, each with a snap-frame poster
- Koala is non-illuminated
- Acrylonitrile butadiene styrene (ABS) outer skin
- 20 lbs total weight
- Structure rated at 120mph wind load



Project Name ExxonMobil	PBL # 312651	Customer ExxonMobil	Created by B.Dighero	Permit Pack BIG RED ROOSTER FLOW 2 Northfield Plaza, Ste. 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
Revision # Original	Date 12_21_2022	Scale NA	Page # 9 OF 12	

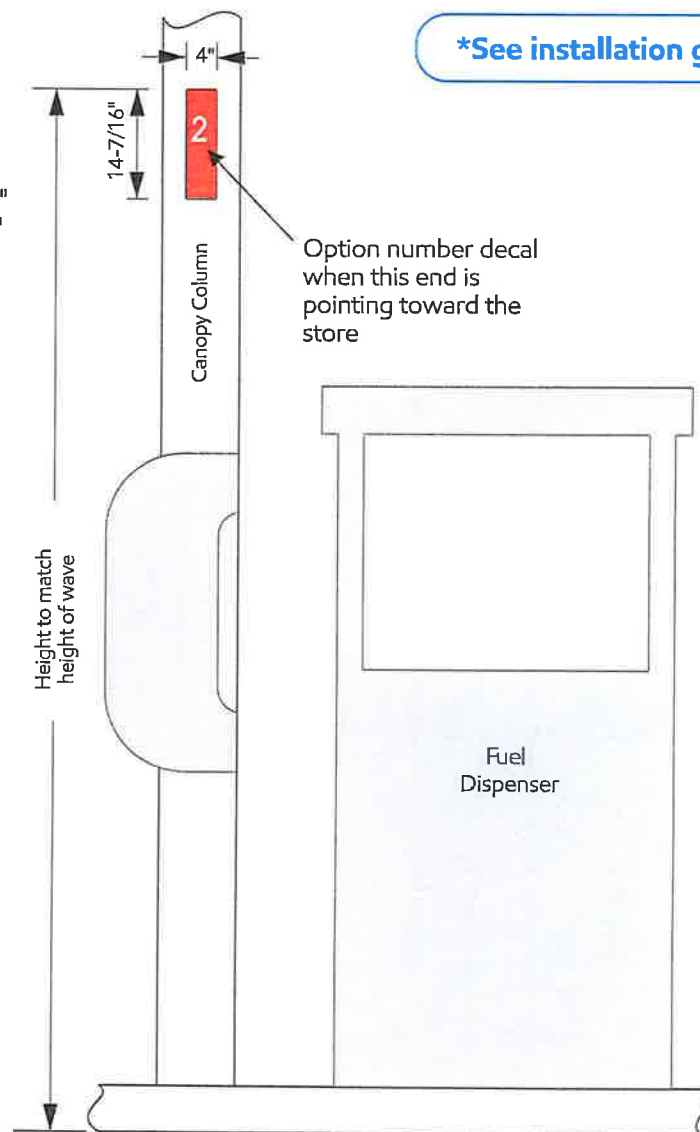
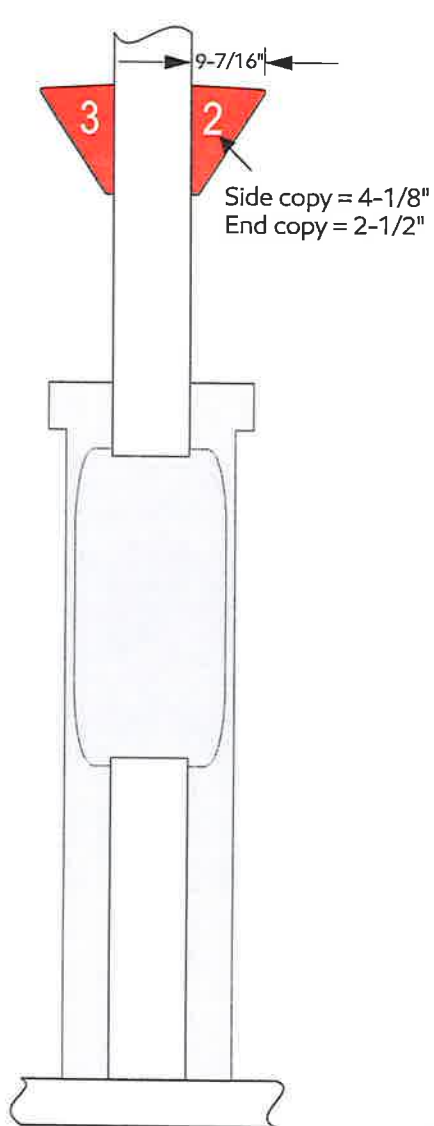
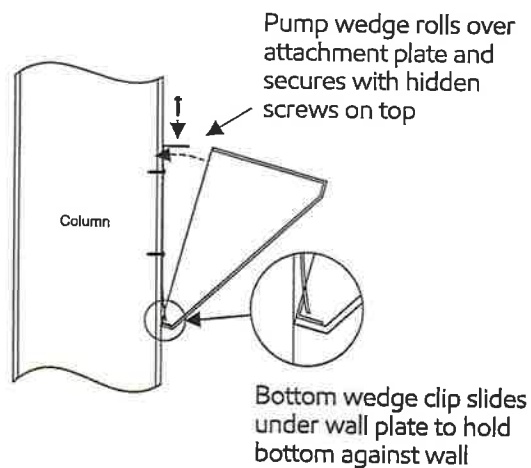
B APERTURE SPECIFICATIONS

NUMBER WEDGE

Structural Spec:

- Wedges are 2 sided, non-illuminated, with white vinyl graphics
- Acrylonitrile butadiene styrene (ABS) skin with aluminum mounting plate
- 2 lbs total weight
- Structure rated at 120 mph wind load

Mounting Detail



***See installation guide**

Project Name ExxonMobil	PBL # 312651	Customer ExxonMobil	Created by B.Dighero	Permit Pack BIG RED ROOSTER FLOW 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
Revision # Original	Date 12_21_2022	Scale NA	Page # 10 OF 12	

EYEBROW SECTION VIEW

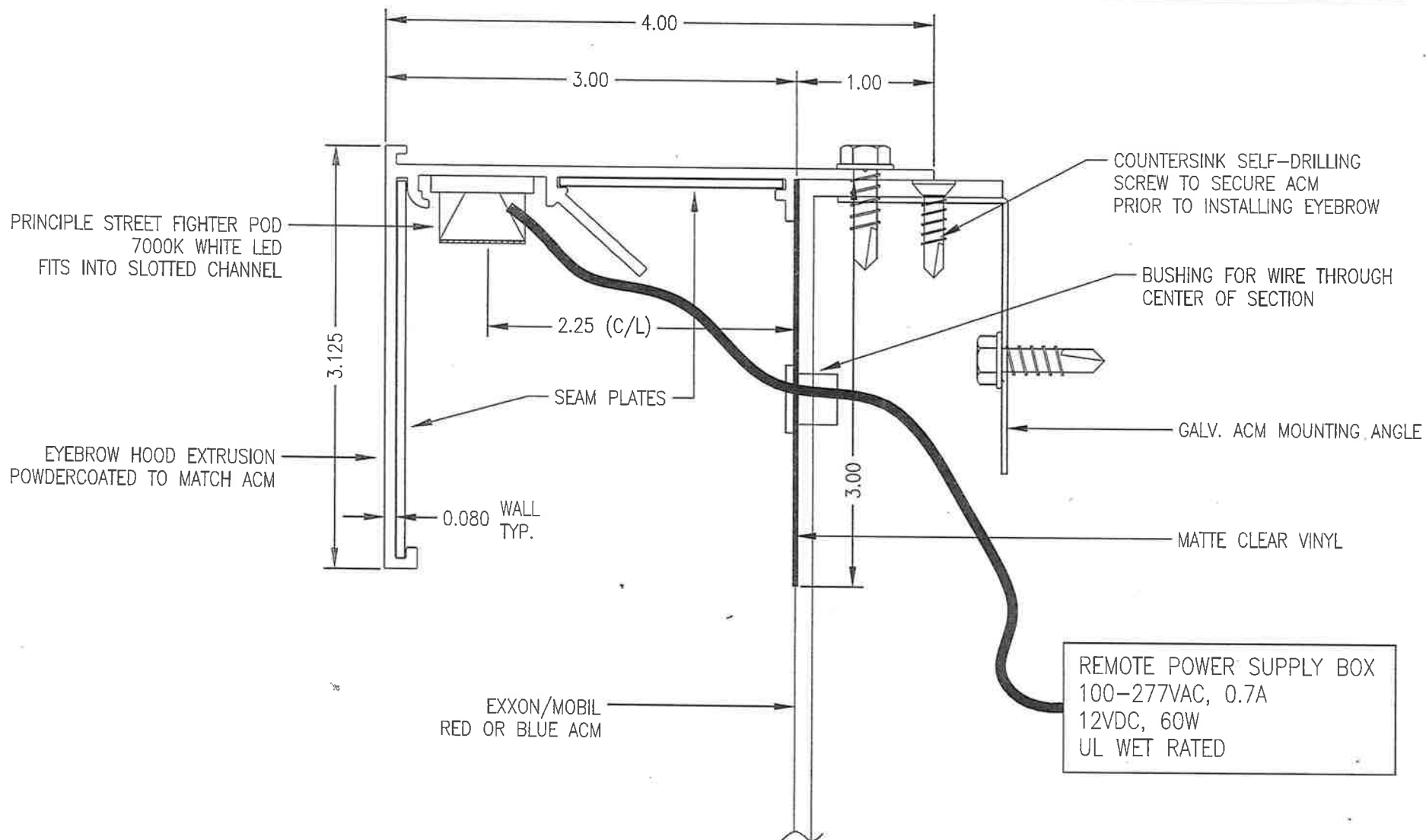


DIAGRAM 1A



Details



Existing Signage Dimensions

E1 - Cabinet(s) Width

6' - 6"

E2 - Cabinet Height

4' - 1³/₈"

Total SQFT - 26.74

INFORMATIVE ONLY

Existing



Notes

-
-
-

01/14



359 Livernois
Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

Rendering is conceptual Only. Variations of size, colors and finished sign can occur. Layouts are property of Aver Sign Co. Sales or Copying of the renderings are not permitted without written consent of Aver Sign Co. Trademarked Logos are used for visual representation only.

X

CUSTOMER SIGNATURE

03/29/23

LW/L



Details



Existing Building Dimensions

E1 - Building Length

59' - 0"

E2 - Building Height

15' - 0"

Building Signage

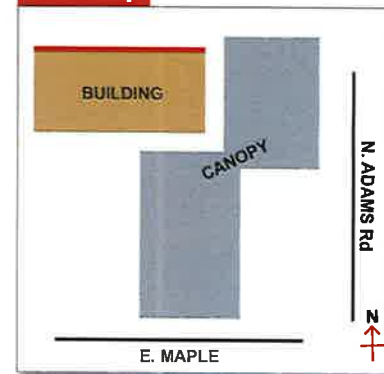
N/A

North Elevation



INFORMATIVE ONLY

Site Map



Notes

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-
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02/14



359 Livernois
Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

Mobil
1065 E. Maple
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CUSTOMER SIGNATURE

03/29/23

JWL



Details



INFORMATIVE ONLY

Existing Building Dimensions

E1 - Building Length

30' - 0"

E2 - Building Height

15' - 0"

Window Dimensions

E3 - Window - 01

14' - 11" W x 5' - 9" H

Window Signage

E4 - Signage - 01

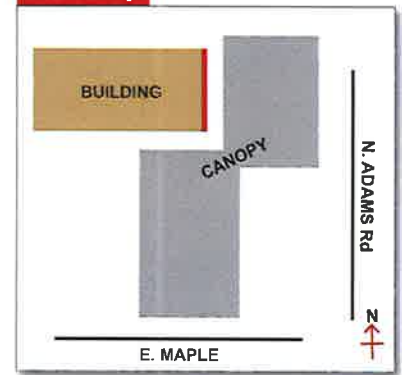
7' - 6" W x 1' - 6" H

Total SQFT - 11.5

East Elevation



Site Map



Notes

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Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DM/L



INFORMATIVE ONLY

Existing Building Dimensions

E1- Building Length

59' - 0"

E2- Building Height

15' - 0"

Window/Door Dimensions

E3- Window - 01

10' - 3" W x 5' - 7" H

E4- Window - 02

10' - 3" W x 5' - 7" H

E5- Door - 01

7' - 3" W x 10' - 4" H

E6- Window - 03

6' - 7" W x 5' - 7" H

Window Signage

E7- Signage - 01

7' - 6" W x 1' - 6" H

E8- Signage - 02

1' - 8" W x 1' - 3" H

E9- Signage - 03

11" W x 6' - 1" H

E10- Signage - 04

3" W x 1' - 3" H

E11- Signage - 05

1' - 5 1/2" W x 8 1/2" H

E12- Signage - 06

6" W x 5" H

E13- Signage - 07

1' - 0" W x 2' - 0" H

E14- Signage - 08

6 1/2" W x 8 3/4" H

E15- Signage - 09

1' - 0" W x 1' - 4" H

Total SQFT - 24.18

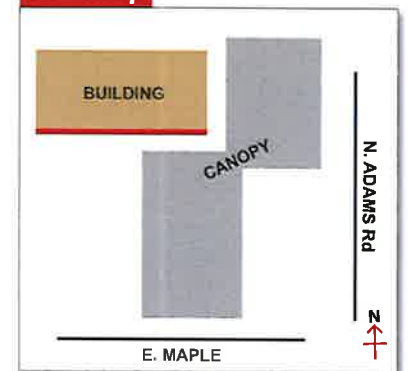
Notes

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South Elevation



Site Map



359 Livornois
Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DATE



Details



Existing Building Dimensions

E1 - Building Length

30' - 0"

E2 - Building Height

15' - 0"

Building Signage

N/A

Notes

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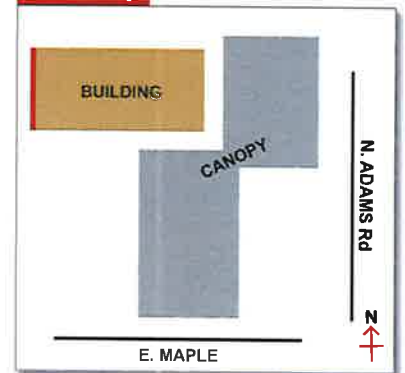
05/14

West Elevation



INFORMATIVE ONLY

Site Map



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Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DWL



Details



Existing Canopy Dimensions

E1 - Canopy Length

36' - 0"

E2 - Canopy Height

3' - 1/4"

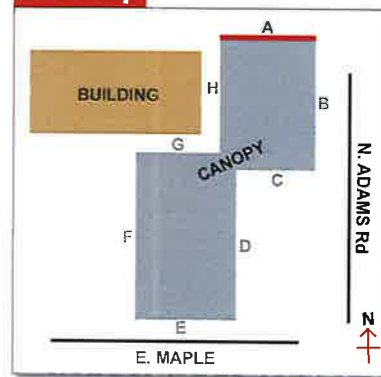
Canopy Signage

N/A

North Elevation



Site Map



Notes

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06/14



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X

CUSTOMER SIGNATURE

03/29/23

DWL



Details



Existing Canopy Dimensions

E1 - Canopy Length

62' - 0"

E2 - Canopy Height

3' - 1/4"

Canopy Signage

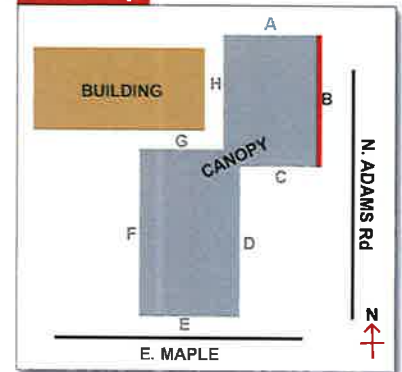
N/A

East Elevation



INFORMATIVE ONLY

Site Map



Notes

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07/14



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Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DWL



Details



Existing Canopy Dimensions

E1 - Canopy Length

35' - 0"

E2 - Canopy Height

3' - 1/4"

Canopy Signage

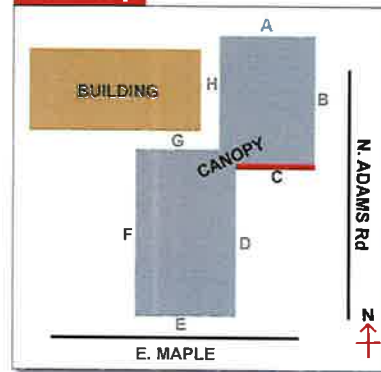
N/A

South Elevation



INFORMATIVE ONLY

Site Map



Notes

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08/14



359 Livernois
Ferndale, MI 48220
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fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DWL



Details



Existing Canopy Dimensions

E1 - Canopy Length

40' - 0"

E2 - Canopy Height

3' - 1/4"

Canopy Signage

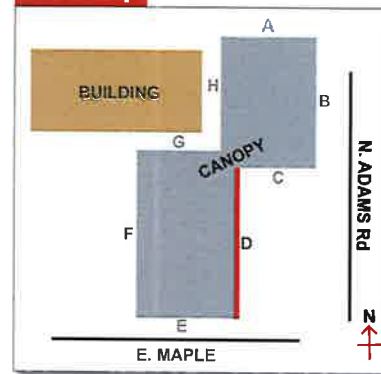
N/A

East Elevation



INFORMATIVE ONLY

Site Map



Notes

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09/14



359 Livernois
Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DATE



Details



Existing Canopy Dimensions

E1 - Canopy Length

34' - 0"

E2 - Canopy Height

3' - 1/4"

Canopy Signage

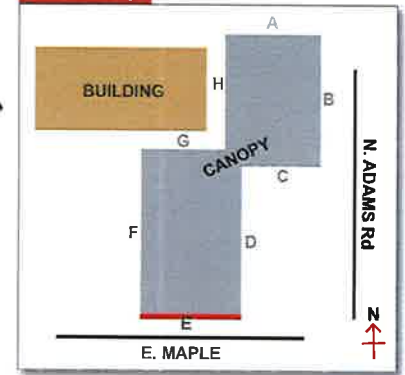
N/A

South Elevation



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Site Map



Notes

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359 Livernois
Ferndale, MI 48220
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fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DWL



Details



Existing Canopy Dimensions

E1 - Canopy Length

49' - 0"

E2 - Canopy Height

3' - 1/4"

Canopy Signage

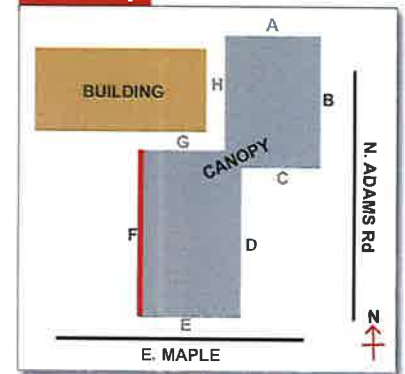
N/A

West Elevation



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Site Map



Notes

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359 Livernois
Ferndale, MI 48220
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fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DWL



Details



Existing Canopy Dimensions

E1 - Canopy Length

32' - 0"

E2 - Canopy Height

3' - 1/4"

Canopy Signage

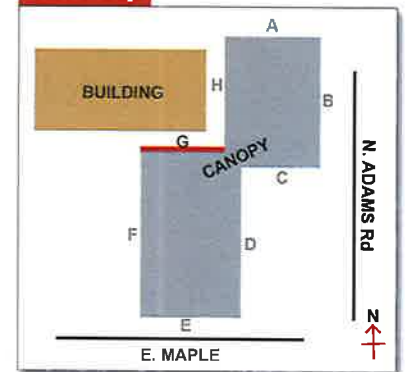
N/A

North Elevation



INFORMATIVE ONLY

Site Map



Notes

-
-
-

12/14



359 Livernois
Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DWL



Details



Existing Canopy Dimensions

E1 - Canopy Length

54' - 0"

E2 - Canopy Height

3' - 1/4"

Canopy Signage

N/A

Notes

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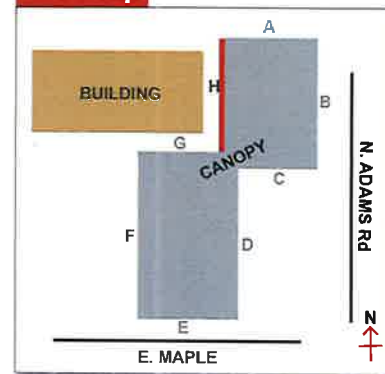
13/14

West Elevation



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Site Map



359 Livernois
Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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X

CUSTOMER SIGNATURE

03/29/23

DWL



Existing Pump Signage Dimensions

- E1 - Pump Width
3' - 11"
- E2 - Pump Height
7' - 10"
- E3 - Pump Door
2' - 3/8" H x 3' - 1/2" W
- E4 - "Mobil" Logo
0' - 5 1/2" H x 1' - 1" W

Total SQFT (ALL Signage on Pump)
13.46

Notes

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-

14/14

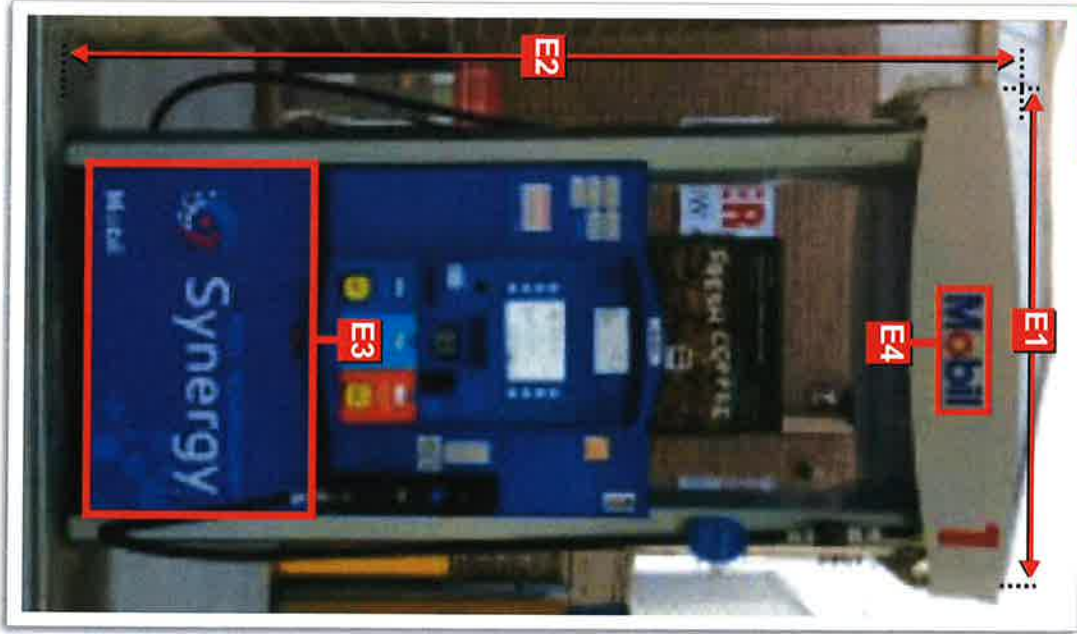


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Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

Mobil
1065 E. Maple
Birmingham, MI 48009

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Existing



INFORMATIVE ONLY

Mobil - w025224 **R1**

X

03/29/23

03/29/23

DNA



BIRMINGHAM

Design Review Application Planning Division

1. Applicant

Name: Aver Sign Co. - Jennifer Glover
Address: 359 Livernois St.
Ferndale, MI 48220
Phone Number: 248 542-0678
Email: Jennifer@aversign.com

2. Property Owner (☐ same as applicant)

Name: Kyle Hannawa
Address: 1065 Maple
Bham MI 48009
Phone Number: 248 755-2509
Email: Kylehannawa@yahoo.com

3. Project Contact Person (☒ same as applicant)

Name: Jennifer Glover
Address: 359 Livernois St.
Ferndale MI 48220
Phone Number: 248 542-0678
Email: Jennifer@aversign.com

4. Project Designer/Developer

Name: Big Red Roaster Flow
Address: 20 Northfield Plaza Ste 250
Northfield, IL 60093
Phone Number: 847-441-1818
Email: N/A

5. Required Attachments

- One (1) paper copy of all applicable project plans including:
 - Detailed and scaled Site Plans depicting accurately and in detail the proposed construction, alteration or repair;
 - Colored elevation drawings for each building elevation;
 - Landscape Plan;
 - Photometric Plan;
 - Interior Floor Plans;
- One (1) digital copy of all applicable project plans;
- Specification sheets and samples of all proposed materials and/or equipment;
- Photographs of existing conditions on the site including all structures, parking areas, landscaping and adjacent structures;
- Current aerial photographs of the site and surrounding properties;
- Warranty Deed, or Consent of Property Owner if applicant is not the owner;
- Any other data requested by a Board/Commission, Planning Department, or other City Departments.

6. Project Information

Address: 1065 Maple
Name of Development: Mobil
Parcel ID#: 08-19-25
Current Use: Gas Station
Proposed Use: No Change
Area of Site in Acres: .378
Current Zoning: B1

	Yes	No
Is the property located in a floodplain? ----	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Is the property within a Historic District? ---	<input type="checkbox"/>	<input type="checkbox"/>
→ If so, which? _____		
Will the project require a variance? -----	<input checked="" type="checkbox"/>	<input type="checkbox"/>
→ If so, how many? _____		
Has the project been reviewed by a Board?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
→ If so, which? _____		

7. Details of the Request for Design Review (attach separate sheet if necessary)

To allow the installation of Canopy fascia w/ downlighting and 3
Sets of 73.927" x 22.030" - 11.31sf each. Total 33.93sf Mobil push
thru letters. Allow non illuminated under Canopy apertures.

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 the same. The undersigned will be in attendance at the Planning Board meeting when this application will be discussed.

Signature of Property Owner: See attached Date: _____
Print Name: _____
Signature of Applicant: [Signature] Date: 4-4-23
Print Name: Jennifer Glover
Signature of Architect/Designer: N/A Big Red Rooster Flow Date: _____
Print Name: 847-441-1818

Office Use Only			
Application #: <u>P0R23-0005</u>	Date Received: <u>4/17/23</u>	Fee: \$ <u>450</u>	
Date of Approval: _____	Date of Denial: _____	Reviewed By: <u>Leah Klejzinski</u>	



BIRMINGHAM

Notice Sign Rental Application Community Development

1. Applicant

Name: Aver Sign Co.
Address: 359 Livernois St.
Ferndale MI 48220
Phone Number: 248 542-0678
Email: Jennifer@aversign.com

2. Property Owner (☐ same as applicant)

Name: Kyle Hannawa
Address: 1065 Maple
Birmingham MI 48009
Phone Number: 248 755-2509
Email: Kylehannawa@yahoo.com

3. Project Information

Address: 1065 Maple
Name of Development: Mobil / Maple Gas LLC
Parcel ID#: 08-19-25-487-009
Current Use: Gas Station & Convenience Store
Proposed Use: No Change
Area of Site in Acres: 0.378
Current Zoning: B1

Is the property located in a floodplain? ----- ☐ Yes ☒ No

Is the property within a Historic District? --- ☐ Yes ☒ No

→ If so, which? _____

Will the project require a variance? ----- ☒ Yes ☐ No

→ If so, how many? 1-Sq footage

Has the project been reviewed by a Board? ☐ Yes ☒ No

→ If so, which? _____

4. Date of Board/Commission Review

City Commission: _____
Planning Board: _____
Historic District Commission: _____
Design Review Board: _____

Board of Zoning Appeals: _____

Advisory Parking Committee: _____

Multimodal Transportation Board: _____

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: _____

Date: 4-4-23

Office Use Only

Application #: PO223-0005

Date Received: 4/17/23

Fee: \$ 150

Date of Approval: _____

Date of Denial: _____

Reviewed By: Leah Blizinski



CONSENT OF PROPERTY OWNER

I, Kyle Hannawa OF THE STATE OF Michigan AND
(Name of Property Owner)
COUNTY OF Oakland STATE THE FOLLOWING:

1. That I am the owner of real estate located at 1065 Maple
(Address of Affected Property)

2. That I have read and examined the Application for Administrative Approval made to the City of

Birmingham by: Aver Sign Co. / Jennifer Glover
(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.

By providing your e-mail to the City, you agree to receive news notifications from the City. If you do not wish to receive these messages, you may unsubscribe at any time.

Kyle
hannawa
Name of Owner (Printed):

Signature of Owner: [Signature] Date: 1-24-23



AGENDA
BIRMINGHAM DESIGN REVIEW BOARD
WEDNESDAY – MAY 17, 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 **May 3, 2023**
- 3) Public Hearing
- 4) Design Review
- 5) Sign Review
 - A. **220 Park – Clark Hill**
- 6) Study Session
- 7) Miscellaneous Business and Communication
 - A. Pre-Application Discussions
 - B. Draft Agenda
 1. **June 7, 2023**
 - C. Staff Reports
 1. **Administrative Sign Approvals**
 2. **Administrative Approvals**
 3. **Action List 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 – 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"/>