City of Birmingham
A Walkable Community

MEMORANDUM

Community Development Department

DATE: **January 5, 2015**

To: **Joe Valentine, City Manager**

From: **Matthew Baka, Senior Planner**

Subject: **Sign Ordinance Amendment for Vacant Window Covering**

Background

At the direction of the City Manager, the Planning Department has been working on ordinance language that would deal with the use of window coverings for commercial storefronts that are either vacant or under construction. Currently, there are no specific guidelines that regulate properties under these circumstances. The City receives regular inquiries from property and business owners on this topic.

Accordingly, the Planning Department has drafted ordinance language that will regulate the use of window covering by allowing images and designs to be installed on the entire window while restricting text to the current window signage standards, which is 12 sq. ft. per frontage or 18 sq. ft. per frontage if the business is located on Woodward.

On December 3, 2014 the Design Review Board reviewed the attached draft Sign Ordinance language (draft minutes attached) and was asked for suggestions and/or concerns so that the language could be vetted before taking the proposal to the City Commission for adoption. The Board reviewed the language and had no objections to the proposal.

The City Attorney has also reviewed the draft of the Sign Ordinance amendment, and has no concerns.

SUGGESTED ACTION:
TO AMEND ARTICLE 1, SECTION 1.06, TEMPORARY BUSINESS SIGN STANDARDS, SUBSECTION E, TO PERMIT VACANT WINDOW COVERING AND ARTICLE 2, TABLE B, TEMPORARY BUSINESS SIGN STANDARDS, TO ADD VACANT WINDOW COVERING STANDARDS

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, SECTION 1.06, TEMPORARY BUSINESS SIGN STANDARDS, TO AMEND SUBSECTION E TO PERMIT VACANT WINDOW COVERING.

1.06 Temporary Business Sign Standards

This Temporary Business Sign Standards section applies to the following districts:

PP, O1, O2, B1, B2, B2b, B2c, B3, B4

The following temporary business sign standards apply:

A. – D. Unchanged.

E. Window covering for Vacant Storefronts

1. Permit: See Table B for specific permitting requirements.

2. Duration: Window covering may be in place while the storefront space is vacant and during tenant build out.

3. Copy: Text and/or letters contained in window covering may not exceed the permitted window signage allotment, See Table B, Window Signage for specific requirements.

4. Design: Window covering is permitted to contain images related to a future tenant, decorative displays, or civic activities. Such images may not contain text in excess of the allowable window signage and may not contain images deemed to be garish or offensive as determined by the City Planner.

5. Application and Maintenance: Window covering must be applied to the windows in a well-ordered and consistent manner. Torn or dirty covering must be replaced as necessary.

ORDAINED this _____ day of _____, 2015 to become effective upon publication.

_____
Stewart Lee Sherman, Mayor

_____
Laura Pierce, City Clerk

CITY OF BIRMINGHAM

ORDINANCE NO. _____

THE CITY OF BIRMINGHAM ORDAINS:

AN ORDINANCE TO AMEND CHAPTER 86, SIGNS, OF THE CODE OF THE CITY OF BIRMINGHAM:

TO AMEND ARTICLE 2, TABLE B, TEMPORARY BUSINESS SIGN STANDARDS, TO ADD VACANT WINDOW COVERING STANDARDS

Section 86, Article 2-Table B, Temporary Business Sign Standards:

Type of Sign	Permit Required	Maximum Area	Maximum Height	Illumination (see also Section 1.03)	Maximum Number
Vacant window covering	**No**	**Covering may fill entire window but text and/or letters contained in window covering may not exceed the permitted window signage allotment, See Table B, window signage for specific requirements.**	**N/A**	**Not permitted**	**None**

ORDAINED this _____ day of _____, 2015 to become effective upon publication.

_____
Stewart Lee Sherman, Mayor

_____
Laura Pierce, City Clerk

DRAFT MINUTES
DESIGN REVIEW BOARD
MINUTES OF DECEMBER 3, 2014
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, December 3, 2014. Acting Chairperson Darlene Gehringer called the meeting to order at 7:33 p.m.

Present: Acting Chairperson Darlene Gehringer; Board Members Mark Coir, Natalia Dukas, Michael Willoughby

Absent: Chairman John Henke; Board Members Vice-Chairman Keith Deyer, Shelli Weisberg; Student Representatives Mitch Boorstein, Cambrea Rush

Administration: Matthew Baka, Sr. Planner
Carole Salutes, Recording Secretary

12-78-14

SHORT TERM PROJECTS
Vacant Window Covering

Mr. Baka reported that at the direction of the city manager, the Planning Dept. has been working on ordinance language that would deal with the use of window coverings for commercial storefronts that are either vacant or under construction. Currently, there are no specific guidelines that regulate properties under these circumstances. The City receives regular inquiries from property and business owners on this topic. Accordingly, the Planning Dept. has drafted ordinance language that will regulate the use of window covering by allowing images and designs to be installed on the entire window while restricting text to the current window signage standards, which is 12 sq. ft. or 18 sq. ft. if the business is located on Woodward Ave. Mr. Baka explained lettering on an image would be counted towards the allowable 12 sq. ft. of text.
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At this time, the Planning Dept. is requesting that the Design Review Board review the draft sign ordinance language and relay any comments, suggestions or concerns so that the language may be vetted before taking the proposal to the City Commission for adoption.

The City Attorney has reviewed the draft of the Sign Ordinance amendment, and has no concerns.

TO AMEND ARTICLE 1, SECTION 1.06, TEMPORARY BUSINESS SIGN STANDARDS, TO AMEND SUBSECTION E TO PERMIT VACANT WINDOW COVERING.

E. Window Covering for Vacant Storefronts

1. Permit: See Table B for specific permitting requirements.
2. Duration: Window covering may be in place while the storefront space is vacant and during tenant build-out.
3. Copy: Text and/or letters contained in window covering may not exceed the permitted window signage allotment, See Table B, Window Signage for specific requirements.
4. Design: Window covering is permitted to contain images related to a future tenant, decorative displays, or civic activities. Such images may not contain text in excess of the allowable window signage and may not contain images deemed to be garish or offensive as determined by the city planner.
5. Application and Maintenance: Window covering must be applied to the windows in a well ordered and consistent manner. Torn or dirty covering must be replaced as necessary.

DRB members agreed to go on record as not objecting to the proposed ordinance amendment.