

DESIGN REVIEW BOARD
MINUTES OF FEBRUARY 17, 2016
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, February 17, 2016. Chairman John Henke called the meeting to order.

Present: Chairman John Henke; Board Members Natalia Dukas, Thomas Trapnell, Shelli Weisberg, Michael Willoughby

Absent: Board Members Mark Coir, Vice-Chairman Keith Deyer; Student Representative Loreal Salter-Dodson

Administration: Matthew Baka, Sr. Planner
Mario Mendoza, Recording Secretary

02-01-16

The chairman offered the option of postponement to the applicant because a motion would require an affirmative vote by four board members out of the five that were present. The applicant wished to go forward this evening.

APPROVAL OF MINUTES
DRB Minutes of October 21, 2015

Motion by Mr. Willoughby
Seconded by Ms. Weisberg to approve the DRB Minutes of October 21, 2015 as presented.

Motion carried, 5-0.

VOICE VOTE

Yeas: Willoughby, Weisberg, Dukas, Henke, Trapnell

Nays: None

Absent: Deyer, Weisberg

02-02-16

SIGN REVIEW
330 Hamilton Row
Office and residential building

Zoning: B-4 Business Residential

Proposal: The applicant proposes to install a new wall sign on an existing one-story building. The applicant was previously granted administrative approval for a name letter sign to be installed. However, it was discovered by the applicant that the original sign could not be installed due to structural steel elements behind the sign band blocking access for the electrical connection. The applicant is now proposing to create a raceway/backer that will have a digitally printed 3m vinyl adhered to it that mimics that brick pattern of the building façade.

Signage: The total linear building frontage is 38.7 ft., permitting 38.7 sq. ft. of sign area. The proposed wall sign will measure 28.66 sq. ft. which is in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that states for all buildings, the combined area of all types of signs shall not exceed 1 sq. ft. (1.5 sq. ft. for addresses on Woodward Ave.) for each linear foot of principal building frontage.

The wall sign is located at a height of 11 ft. 8 in. on the storefront elevation. In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs that project more than 3 in. from the building facade shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk. **The proposal meets this requirement.** The proposed raceway depth is 2 in. In accordance with Article 1.0, section 1.05 (K) of the Birmingham Sign Ordinance, No electrical raceway shall have a thickness greater than 4 in. **The proposal meets this requirement.** The total depth of the sign is 6 in. In accordance with Article 1.0, section 1.05 (K) of the Birmingham Sign Ordinance, No wall signs shall project more than 9 in. measured from the wall to which it is attached to the outer surface. **The proposal meets this requirement.**

The proposed sign consists of internally illuminated LED channel letters representing “kw/Jeff Glover & Associates Realtors” and colored in red and black. The raceway is proposed to have digitally printed 3m vinyl adhered to it that mimics that brick pattern of the building façade.

Jennifer from Signs and More described the sign as being a wrap of printed graphic on adhesive backed vinyl that is laminated. It will be made to look as close as possible to the existing brick. The backer will be wrapped so that it will not appear like a typical raceway. Chairman Henke was concerned about the vinyl peeling. If it peels at all everything will have to be taken back off, the backer re-skinned, and then mounted again. Jennifer said the letters themselves contain white LED lights but the halo light behind them will spill out red. All of the letters are 3 in. thick.

Chairman Henke questioned if these are halo lit LED letters, why 3 in. of standoff is needed between the backer and the letter itself. Jennifer responded the light won't spill out if there if there isn't enough room. Mr. Henke didn't see any photometrics and wondered how bright the light would be and whether the heat would char the vinyl. Jennifer noted the light is not intense. The manufacturer's

warranty on the vinyl is seven to nine years. Chairman Henke observed it depends on the exposure and the application. Ms. Dukas commented the warranty is for the vinyl part and not anything that has been done to it. She was not sure how the vinyl would look over the years.

Ms. Weisberg gave the benefit of doubt to the business owner who would want their sign to continue to look good because it reflects upon their business. She will be interested to see how the photo reproduction of the brick on the backer blends in as opposed to painting the backer. Jennifer stated their company takes pride in their work and they will make this sign just the way Jeff Glover wants it.

Motion by Mr. Willoughby

Seconded by Ms. Weisberg that he feels comfortable with the sign company deciding on the best possible way to have the least maintenance issues. Then it can be brought to Mr. Baka with a sample for his visual approval along with the lumens that are required.

Ms. Dukas announced she feels more comfortable with the idea of painting the backer. Her reason is that over the years the materials will weather differently and end up not looking the same. Mr. Willoughby thought the board should let the sign company experiment. Then they will bring their best possible solution in to the City.

There were no comments from the public on the motion.

Motion carried, 4-0.

VOICE VOTE

Yeas: Willoughby, Weisberg, Henke, Trapnell

Nays: None

Abstain: Dukas

Absent: Coir, Deyer

02-03-16

**SHORT TERM PROJECTS
DRB Action List 2016**

Chairman Henke said the only thing he might do is move Sign Band Designation higher than Sign Guidelines.

02-04-16

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

Mr. Baka advised that with the outdoor dining season approaching the City sent 220 Merrill St. a letter reminding them that they will be held to their approval even though they haven't moved on it yet. They are still supposed to patina the pergola. 220 Merrill St. has responded saying they know this.

The Wells Fargo Building sign is still changing colors.

There will not be a meeting in two weeks because no applications have come in.

-- Administrative Approvals

- 34953 Woodward Ave., PNC Bank - Installing three halo illuminated channel and logo letters.
- 625 - 631 N. Old Woodward Ave.; 633 - 639 N. Old Woodward Ave.; 691 - 697 N. Old Woodward Ave. - Strip and re-roof; gutters and downspouts; and porch deck.
- 34901 Woodward Ave., The Balmoral - Three signs, "The Private Bank" Woodward Ave.: south, east and west elevations.
- 33967 Woodward Ave., Original Pancake House -
 - Addition of new shipping/receiving door at west elevation;
 - Re-painting of existing CMU walls;
 - Addition of three new aluminum storefront windows at north elevation.
- 394 S. Old Woodward Ave., Roche Bobais - Plan review as already approved signs within one year, south location.
- 555 S. Adams Rd., Adams Place LLC - Updated plans showing the removal of a rollup door on the Fiat elevation that has been installed from the original permit and the addition of a new planter enclosure.
- 1051 - 1077 N. Old Woodward Ave. - Remove vinyl siding on front facade over 1051 - 1077 and replace with Hardi Board siding. Same configuration and color.
- 1173 S. Adams, Birmingham Chiropractic Clinic - Request to install one 16 sq. ft. wall sign on the storefront.
- 1157 S. Adams, Comprehensive Women's Health - Request to install one 21 sq. ft. wall sign on the storefront elevation.

- 1185 S. Adams, Block Advisors - Install two new wall signs on the west and south elevations.
 - 270 N. Old Woodward Ave, Bianchi's Salon - Allow a 19.75 sq. ft. wall sign above front entrance doors.
 - 528 Bloomfield Ct., Bloomfield Ct. Condos - Replacement windows, style for style.
 - 33423 S. Woodward Ave. - The Tux Shop on Woodward -
 - Move existing sign from original location on fascia (east) 30 ft. to the right at exact same height. Bottom of sign is 119 in. to ground.
 - Replace monument sign plaque with a new 15 in. x 56 in. plaque.
 - 34256 Woodward Ave., Massage Envy - Install wall sign for massage envy, west elevation.
- Violation Notices (none)

B. Communications

- Commissioners' Comments (none)

02-05-16

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting.

Matthew Baka
Sr. Planner