

**BIRMINGHAM DESIGN REVIEW BOARD**  
**MINUTES OF JUNE 15, 2016**  
Municipal Building Commission Room  
151 Martin, Birmingham, Michigan

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Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, June 15, 2016. Chairman John Henke called the meeting to order at 7:18 p.m.

**Present:** Chairman John Henke; Board Members Keith Deyer, Natalia Dukas, Thomas Trapnell, Michael Willoughby

**Absent:** Board Members Mark Coir, Vice Chairperson Shelli Weisberg; Student Representative Loreal Salter-Dodson

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

Chairman Henke cautioned the petitioner that there are only five of seven board members present this evening and they would need four affirmative votes to be approved. Therefore he offered the option to postpone to the next meeting without penalty in the hope all seven members would be present. The petitioner elected to proceed.

**07-29-16**

**APPROVAL OF MINUTES**  
**DRB Minutes of June 15, 2016**

**Motion by Mr. Trapnell**

**Seconded by Chairman Henke to approve the DRB Minutes of June 15, 2016 as presented.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Trapnell, Henke, Deyer, Dukas, Willoughby

Nays: None

Absent: Coir, Weisberg

**07-30-16**

**SIGN REVIEW**

**576 E. Lincoln** (postponed from June 15, 2016)  
**Birmingham Bloomfield Credit Union**

Zoning: B-1 Neighborhood Business

Proposal: The applicant proposes to install an illuminated "V" shaped ground sign on the west side of the BBCU on E. Lincoln set back 1 ft. from the property line. The proposal was postponed at the June 15, 2016 DRB meeting due to the size of the sign exceeding the allowable signage on-site. The applicant has now submitted a revised sign proposal that complies with the requirements of the Sign Ordinance.

Signage: The total linear building frontage is 84 ft. 9 in., permitting 84.75 sq. ft. of sign area. The ground sign is proposed to have signage on each side. The top portion measures 23.875 sq. ft. per side for a total of 47.75 sq. ft. In addition, the applicant has provided the dimensions of two existing signs on the building. The total amount of existing signage is 35.333 sq. ft. with 47.75 sq. ft. proposed for a total of 83.08 sq. ft. of signage. In accordance with Section 86, Article 1.0, Table B of the Sign Ordinance, the total of all signs must not exceed 1 sq. ft. of sign for each linear foot of principal building frontage. The proposal meets this requirement.

The sign is proposed to be mounted 8 ft. above grade. In accordance with Section 86, Article 1.0, Table B, no ground sign may be more than 8 ft. above grade. The proposal meets this requirement.

In accordance with Section 86, Article 1.0, Table B, no ground sign may be more than 30 sq. ft. per side. The proposal meets this requirement.

The proposed sign is to be constructed of an aluminum cabinet and base. The graphics are routed letters with acrylic backers. The bottom section is proposed to be an aluminum fabricated skirt with an aluminum frame. The lettering will be reflective blue vinyl face. **Typically the DRB requires that ground signs are constructed with push-thru letters rather than routed.**

The sign is proposed to be mounted 8 ft. above grade in accordance with Section 86, Article 1.0, Table B that states no ground sign may be more than 8 ft. above grade.

In accordance with Section 86, Article 1.0, Table B, no ground sign may be more than 30 sq. ft. per side. The proposal meets this requirement.

The proposed sign is to be constructed of an aluminum cabinet and base. The graphics are routed letters with acrylic backers as letters. The bottom section is proposed to be aluminum fabricated skirt with aluminum frame. The lettering will be reflective blue vinyl face. **Typically the DRB requires that ground signs are constructed with push-thru letters rather than routed.**

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**Although the height of the sign does comply with the Sign Ordinance, the board recently approved the new YMCA sign adjacent to this site at 6 ft. tall and set back 10 ft. from the property line. Construction of a sign that is 8 ft. tall and 1 ft. from the property line has the potential to detract from the residential character of the neighborhood.**

Illumination: The applicant proposes to internally illuminate the sign with double sided LED lighting panels.

Mr. Scott Gardner, Gardner Signs, said they propose an 8 ft. tall sign because that is what the Ordinance allows. However, they would be open to reducing the height.

Ms. Linda Hatfield, Director of Marketing for the Credit Union, explained that because they have been a big part of the community for so long and because of the heavy traffic on Lincoln they would like a little bit more visibility. The sign lets people know they have a drive-thru ATM. She promised that with the new sign, the sandwich boards in front will go away.

Ms. Dukas observed that Lincoln is a 25 mph road so she doesn't feel the sign needs that height. Mr. Deyer questioned whether such a large base is needed. Mr. Gardner passed around their alternative design which reduces the overall sign height to 6 ft. and takes the base down to roughly half. He explained they propose a V-shaped sign so they can get visibility from both east-bound and west-bound Lincoln. Further, he noted the issue with having routed letters rather than push-thru is that the script on the logo is pretty thin and push-thru makes it even thinner. The light comes out from behind the copy.

Mr. Willoughby announced that he likes the smaller scale sign in this residential area and likes the fact it is more cohesive and composed with what the YMCA did. Further, he defers to the technical aspects of the routed sign over the push-thru.

**Motion by Mr. Willoughby**

**Seconded by Ms. Dukas to approve the sign submitted for 576 E. Lincoln, Birmingham Bloomfield Credit Union, with the 6 ft. height and routed letters. The lighting specs to be submitted to the City.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Willoughby, Dukas, Deyer, Henke, Trapnell

Nays: None

Absent: Coir, Weisberg

**07-31-16**

## MISCELLANEOUS BUSINESS AND COMMUNICATIONS

### A. Staff Reports

- Administrative Approvals
- 1744 W. Maple Rd., Holiday Market Select -
  - Installation of new 'envisor system' for new rooftop equipment;
  - Extension of new rear facade entry using same materials as those previously approved at the DRB;
  - Modifications to signage (within Ordinance) and awning at front facade.
- 125 E. Fourteen Mile Rd., Birmingham Square Condo - Install four vinyl replacement windows.
- 300 Park, Waddell & Reed - Install one 15.21 sq. ft. illuminated wall sign on lower sign band per Master Sign Plan.
- 555 S. Old Woodward Ave. - NWC planter area, greenbelt between parking deck and Woodward Ave. on east side of property, planter in front of residences along S. Old Woodward Ave. - Construction signs with print of building. Three V-shaped non-illuminated signs mounted to 4 x 4 posts at 8 ft. overall height.
- 1901 Graefield Rd., Graefield Ct. - Tear off existing shingle roof and install a new one. Improve air ventilation by building soffit overhang. Replace gutters. Add 6.5 in. blown insulation.
- Butler Hts. Townhomes, 277, 287, 297 Brown - Tamko roofing material. Warranty claim for roofing due to defective. Original color not available. Must change color.

-- Violation Notices (none)

### B. Communications

-- Commissioners' Comments

Discussion noted the large amount of signage the Stand has on their awnings. Mr. Baka agreed the City can put pressure on them to come up with a better solution for more signage.

It was thought that allowing a building to be built right up to the property line on a corner but not a sign is something the board should take a look at.

**07-32-16**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn the meeting at 7:45 p.m.

Matthew Baka  
Sr. Planner