

**DESIGN REVIEW BOARD
MINUTES OF MAY 16, 2018**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board (“DRB”) held Wednesday, May 16, 2018. Chairman John Henke called the meeting to order at 8:35 p.m.

Present: Chairman John Henke; Board Members Joseph Mercurio, Michael Willoughby Alternate Board Members Adam Charles, Dulce Fuller; Student Representatives Grace Donati, Ava Wells

Absent: Board Members Vice-Chairman Keith Deyer; Natalia Dukas, Thomas Trapnell

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

05-26-18

**APPROVAL OF MINUTES
DRB Minutes of February 21, 2018**

**Motion by Mr. Willoughby
Seconded by Mr. Charles to approve the DRB Minutes of February 21, 2018
as presented.**

Motion carried,

VOICE VOTE

Yeas: Willoughby, Charles, Henke, Fuller Mercurio

Nays: None

Absent: Deyer, Dukas, Tolles

05-27-18

**DESIGN REVIEW
24200 Woodward Ave.
Tomatoes Pizza**

Zoning: MU-7 Mixed Use

Proposal: The applicant is proposing to refresh the façade of the space that was formerly occupied by Pizza Hut within the Papa Joe’s Plaza. The proposal includes painting the storefront façade with alternating vertical stripes of black

and white and adding three (3) black and white striped awnings. The awnings are proposed to have white valances with the name of the business printed on them. The existing windows and doors are proposed to remain.

Signage: The applicant is proposing one name letter sign and three canopy signs. The size of the canopy signs was not provided. The name letter sign is proposed to be 2 ft. 8.25 in. tall by 14 ft. wide for a total of 37.625 sq. ft. However, the applicant is proposing to mount the sign with a vertical orientation. Article 01 section 1.05 K (5) allows the DRB to approve signs in vertical orientation provided that the sign meets the other provisions of the Sign Ordinance in regards to total area, thickness and height. However, the total area of the existing signage was not provided. Therefore, determining compliance with the Master Sign Plan is not possible with the available information. Papa Joe's Plaza was approved for a Master Sign Plan in 2012. At that time the plaza was approved for several sign locations not to exceed 227 sq. ft. of signage. When the Master Sign Plan was approved the plaza had 153.17 sq. ft. of signage. Since that time several of the signs have changed. While it appears that the total signage still remains under 227 sq. ft., an additional analysis must be done to verify the total amount of signage. The DRB may wish to consider the appropriateness of the current design orientation for approval and allow the new signs to be approved administratively provided that they comply with the Sign Ordinance.

Illumination: No new illumination is proposed at this time.

Mr. Roman Bonislawski, Ron and Roman Architecture, described the signage and said they are well below the signage standards.

Motion by Mr. Willoughby

Seconded by Ms. Fuller to approve the Design Review for 24200 Woodward Ave., Tomatoes Pizza, providing the signage meets the required dimensions.

Yeas: Willoughby, Fuller, Charles, Henke, Mercurio

Nays: None

Absent: Deyer, Dukas, Tolles

05-28-18

STUDY SESSION

Overlay Signage

Mr. Baka recalled that over the past several months the HDC and DRB members have been having informal discussions regarding the differences between the Overlay Signage standards and the Standard Sign Ordinance. These discussions have been initiated by a number of sign reviews and variance applications that

have come to the board for review as part of their attempts to be allowed signage in line with the Standard Sign Ordinance rather than the Overlay Sign Standards. Specifically, the discussion has centered on the type and amount of signage that would be permitted in most areas of the City but are prohibited on buildings or sites that were developed under the Overlay Standards. These topics include the following;

- The number of signs permitted determined by the number of entrances;
- Signage for upper floor commercial tenants is prohibited;
- Height of signs restricted to half the height permitted in other areas.

In addition to the differing restrictions listed above there are also subtle differences between the two ordinances which make interpretation and enforcement difficult and confusing for business owners and sign companies who are not familiar with Birmingham ordinances. The board expressed a desire to study this issue to look at possible amendments that could be made to improve the two ordinances so that they are more easily implemented and understood. To that end planning staff has created a chart that illustrates the main differences between the ordinance sections and how they affect the use of signage in the City.

Mr. Baka noted that last month the HDC in reviewing this suggested that the Overlay Signage be eliminated.

Chairman Henke agreed. The only thing is that with new construction buildings there could be signage nine stories in the air.

Mr. Baka agreed that staff would study this proposal to make sure there are no unintended consequences. He will come back with proposed Ordinance changes when both boards are present.

05-29-18

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 35300 Woodward Ave., Poppleton Place Condos –
 - Remove aluminum flashing;
 - Remove existing siding and J channel;
 - Remove old caulking;
 - Remove and Replace Y, plywood sheeting;
 - Install Tyvek;
 - Install new siding, J-Channel and vinyl corners;
 - Caulk J channel with matching caulk;

- Install aluminum coil with PVC coating on bottom of columns;
 - Install PVC trim board around windows and bottom of columns, galvanized nails will be used;
 - Grind, and clear seal tops of balconies using Sherwin Williams H&C Silicone based sealer;
 - Scrape, prep, prime, and paint sides, and bottoms of balconies.
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- 33347 Woodward Ave. – We would like to install a raceway mounted channel letters sign, LED illuminated. Sign will be connected to the existing sign circuit provided by others.
 - 2253 Cole – Replace existing awning and frame.
 - 730 N. Old Woodward Ave. – We are removing the existing non-illuminated Felicia roof sign and replacing it with the same size sign for Alex Emilio Salon, illuminated.
 - 1115, 1113, 1111 Holland – Replacing windows with new Genex windows. AC units removed. Replace brick.
 - 297 E. Fourteen Mile Rd. - Install three (3) vinyl replacement windows.
 - 34611 Woodward Ave. - Replace existing sign panel.
 - 33353 Woodward Ave., B7 Investments, LLC – Tropical Smoothie Café sign.
 - 385 S. Eton, Oppenheimer – Seeking permission to install non-illuminated metal letters reading “Oppenheimer” on west and south elevations. Letters will be 21 1/16 in. high and 9 ft. long.
 - 300 Hamilton Row, Commonwealth Café
 - Violation Notices (none)

B. Communications

- Commissioners' Comments (none)

05-30-18

ADJOURNMENT

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

Matthew Baka
Sr. Planner