

**HISTORIC DISTRICT COMMISSION
MINUTES OF MARCH 20, 2013**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Historic District Commission (“HDC”) held Wednesday, March 20, 2013. Chairman John Henke called the meeting to order at 7 p.m.

Present: Chairman John Henke; Commission Members Keith Deyer, Darlene Gehringer, Vice-Chairperson Shelli Weisberg (arrived from work at 7:12 p.m.); Alternate Commission Member Janet Lekas; Student Representative Caroline Stacey

Absent: Commission Members Mark Coir, Robert Goldman, Michael Willoughby

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

03-11-13

APPROVAL OF MINUTES
HDC Minutes of March 6, 2013

Motion by Mr. Deyer
Seconded by Ms. Lekas to approve the HDC Minutes of March 6 as presented.

Motion carried, 4-0.

VOICE VOTE

Yeas: Deyer, Lekas, Gehringer, Henke

Nays: None

Absent: Coir, Goldman, Weisberg, Willoughby

The chairman offered petitioners the opportunity to postpone their hearing to the next meeting, as there were only four commission members present and any motion would require a unanimous vote to pass. They opted to go forward.

03-12-13

HISTORIC SIGN AND DESIGN REVIEW
163 W. Maple Rd.
Vibe Credit Union

CBD Historic District

Zoning: B-4, Business Residential

Proposal: The applicant proposes to renovate the front elevation of a one-story, two-tenant, non-contributing building in the CBD Historic District. The proposed building is the former location of Zumba Mexican Restaurant. The applicant proposes to construct a fascia overhang, replace the storefront window system, add a new door, thincoat and paint the facade, and install new signage.

Design: The proposed tenant space shares an overhang with the Revive store. The existing corrugated metal panel located over the storefront window will be removed. The applicant proposes to construct a circular architectural fascia element to be mounted in the center of the existing overhang. The proposed element will be constructed of aluminum, painted white (to match Matthews Paint #7147, Baby's Breath). The front of the architectural element will be clad with an aluminum composite panel painted green, similar to Chartreuse (PMS 382). The wall sign is proposed to be mounted on the architectural element.

The applicant proposes to remove the existing storefront window system of stained glass transom windows and entry and folding doors and replace it with full height 1 in. low-E insulating glass windows in a clear anodized aluminum frame. A new 3 ft. entry door and transom is proposed to be installed on the east end of the tenant space, in a clear anodized aluminum frame.

The applicant proposes to apply an acrylic limestone texture thincoat finish to the existing stucco façade and overhang. The proposed thincoat will be painted to match navy blue (PMS 295) on the front of the overhang, and painted white (Match Matthews Paint #7147, Baby's Breath) on the underside of the overhang and on the facade.

The existing perforated metal divider on the east end of the tenant space will be removed. An 8 in. w x ½ in. thick acrylic divider is proposed to be installed in its place. It will be mounted on an aluminum base railing.

Signage: The applicant proposes to install a wall sign and a projecting wall sign. The total linear building frontage is 21 ft., permitting 21 sq. ft. of sign area. The proposed **wall sign** will measure 20.25 sq. ft. The proposed **projecting wall sign** will measure 6.8 sq. ft. The total area of both signs will be 27.05 sq. ft. which doesn't meet the requirement of Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area which allows that for all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. for each linear foot of principal building frontage. **The applicant will need to reduce the area of the sign to 21 sq. ft. or less.**

The **wall sign** is proposed to be mounted 9 ft. above grade. This meets the requirement of 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 **projecting wall sign** is proposed to be mounted 8 ft. above grade. In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance – Projecting wall signs 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 **wall sign** will be 54 in. high and will be constructed of aluminum painted several shades of gradiated green with a navy blue trim. This does not meet the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance which states that wall signs may be a maximum height of 36 in. **The applicant will need to reduce the height of the wall sign.**

White acrylic push-thru letters reading “Vibe” will be ½ in thick and 7 ¼ in. in height. Beneath, 3 in. high letters will read “Credit Union.” The circular green and blue logo will be located within both the architectural element and the sign background, and will measure 7 ft. 6 in. in diameter x 12 in. thick. In accordance with Article 2.0, section 2.03 (A) (3) The Historic District Commission, Design Review Board or Planning Board may, upon sign review, allow a logo or other design element to be calculated separately from the rest of the sign, provided that the Historic District Commission, Design Review Board or Planning Board finds the logo or emblem to be an integral part of the sign, and the sign complies with the intent of this Chapter. **The Planning Division has determined that the scale of the logo and the architectural element are too large for the intended tenant space, and therefore should not be allowed to be calculated separately from the rest of the sign. The size of the architectural element and the sign should be reduced to compliment the building and the Historic District streetscape.**

The proposed two-sided **projecting wall sign** will be constructed of aluminum painted several shades of gradiated green with a navy blue trim. White acrylic push-thru letters reading “Vibe” will be ½ in. thick and 2 7/16 in. in height. Beneath, 7/8 in. high letters will read “Credit Union.” The circular green and blue logo will be located within the sign and will measure 22 in. in diameter x 4 in. thick. The proposed sign will be mounted on a 2 in. thick white metal circular bracket which will be flush mounted on the brick wall with a 10 in. extension.

Illumination: The proposed signs will be halo backlit with white LED units.

Mr. Mark Zimmerman and Mr. Greg Molner gave a quick PowerPoint presentation depicting their proposal. Mr. Zimmerman explained that the circle element is key in their branding and it is used on the interior of the building as well as on the signage. They tried to keep the lettering on their signs near the

size of the Revive sign next door. The allowable square footage of the sign hampers them because the logo is a circle. He asked for the commission's feedback on those items so they can revise their drawings accordingly and come back in two weeks.

Ms. Weisberg arrived at this time.

Mr. Deyer explained this commission doesn't have the latitude to pass anything that is in violation of the Ordinance. He feels personally that what the petitioner is trying to do is too large for the storefront. It would be nice if they presented something that is more contextual with the streetscape and not necessarily with Revive next door.

Ms. Lekas suggested that one consideration would be to eliminate the outer circle and modify the green color. Mr. Molner replied that the color is a brand new trademark that has just come out for their organization. He asked for the commissioners' opinion on some modified drawings which centered the sign on the building.

Ms. Gehringer said she would prefer to see the outer element gone. She likes the design of the projecting wall sign. Ms. Weisberg indicated that she likes the sign and how bold it is. The City needs some diversity in terms of signage; however the applicant must comply with the Ordinance.

Chairman Henke suggested the applicant should work with staff in terms of scaling on something that conforms to the Ordinance. He added the height specification of the acrylic divider will be needed.

Ms. Gehringer liked the sign centered. Mr. Molner said the only problem with centering the sign is that it looks somewhat lost. They do not plan to use the window for signage. The chairman thought the blade sign is a good idea.

Motion by Mr. Deyer

Seconded by Ms. Weisberg to postpone the Historic Design and Sign Review application for 163 W. Maple Rd. to the next regular meeting.

Motion carried, 5-0.

VOICE VOTE

Yeas: Deyer, Weisberg, Gehringer, Henke, Lekas

Nays: None

Absent: Coir, Goldman, Willoughby

03-13-13

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

- Administrative Approvals (none)
- Demolition Applications (none)

B. Communications

- Commissioners' Comments

Mr. Deyer noted that although all of the City Commissioners support historic preservation, they leave it to the city manager to implement. The city manager has made a determination that their strategy is (1) to do nothing from a historic preservation standpoint until (2) the State audits the CLG this spring and it is discovered that what was committed to on the application has not been done. Once the audit report comes in from the State, the City will move forward, using the report to justify completing the activities and providing the money to maintain the CLG.

Mr. Deyer went on to report that when he spoke to the community development director, he identified items that might be put in the Budget Proposal for 2013-2014, such as the Baseline Survey. However, there are some inexpensive items that might be completed with any extra money left over this year. She indicated there was money for printing, so Mr. Deyer suggested they could print the Eco City Survey 1 and she agreed.

Mr. Deyer noted the Historic District Study Committee ("HDSC") at their last meeting determined that projects needing completion and their approximate cost are as follows:

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| ➤ 25 Heritage Home plaques | \$2,500 |
| ➤ Printing of Eco City 1 Survey booklet | 500 |
| ➤ 'Guide to Michigan Modern Structures in Birmingham' design and printing | 2,000 |
| ➤ Fabrication and installation of one Cultural Heritage plaque recognizing Creem Magazine and one plaque recognizing the Community House | 1,000 |
| ➤ Repair of damaged plaques | 1,000 |
| ➤ Drive-by audit of designated historic structures by a historic consultant to determine if they still maintain their historic integrity | 30,000 |
| ➤ Matching CLG Grant funds towards above historic audit | 15,000 |

All projects to be first approved and directed by the HDC because the City Commission takes recommendations from the HDC.

The HDSC has basically said if there is no money to do any of these things and the HDC has not asked them to look at anything, then why hold meetings.

Motion by Mr. Deyer

Seconded by Ms. Lekas to place the HDSC's discussion including the budget items on the next agenda for a vote.

Motion carried, 5-0.

VOICE VOTE

Yeas: Deyer, Lekas, Weisberg, Gehringer, Henke

Nays: None

Absent: Coir, Goldman, Willoughby

03-14-13

ADJOURNMENT

No further business being evident, the board motioned to adjourn at 7:35 p.m.

Matthew Baka
Sr. Planner