

**HISTORIC DISTRICT COMMISSION  
MINUTES OF APRIL 3, 2013**  
Municipal Building Commission Room  
151 Martin, Birmingham, Michigan

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Minutes of the regular meeting of the Historic District Commission (“HDC”) held Wednesday, April 3, 2013. Chairman John Henke called the meeting to order at 7 p.m.

**Present:** Chairman John Henke; Commission Members Mark Coir, Keith Deyer, Darlene Gehringer, Vice-Chairperson Shelli Weisberg (arrived from work at 7:32 p.m.), Michael Willoughby

**Absent:** Commission Members Robert Goldman; Alternate Commission Member Janet Lekas; Student Representative Caroline Stacey

**Administration:** Sheila Bashiri, City Planner  
Carole Salutes, Recording Secretary

**03-11-13**

**APPROVAL OF MINUTES  
HDC Minutes of March 20, 2013**

**Motion by Ms. Gehringer  
Seconded by Mr. Deyer to approve the HDC Minutes of March 20 as presented.**

**Motion carried, 5-0.**

**VOICE VOTE**

Yeas: Gehringer, Deyer, Coir, Henke, Willoughby

Nays: None

Absent: Goldman, Weisberg

**04-15-13**

**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, thinfoat and paint the facade, and install new signage.

The proposal was reviewed and postponed at the March 20, 2013 HDC meeting. The sign was larger than allowed by ordinance and the HDC requested that the applicant reduce the size. The applicant is presenting a new proposal that meets the Ordinance requirements.

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 an architectural canopy to be mounted on the existing overhang, similar to the Revive canopy. The proposed canopy will measure 6 ft. 4 ½ in. h x 18 ft. w x 4 ft. 9 in. deep. The proposed canopy will be clad in zinc tiles with a dark brushed metal finish. One linear aluminum composite tile on the west end of the canopy will be navy blue (PMS 295). The navy blue color is proposed to be extended onto the adjacent existing overhang. The wall sign is proposed to be mounted on the architectural canopy.

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 thinfoat finish to the existing stucco façade and overhang. The proposed thinfoat will be painted white (Match Matthews Paint # 7147, Baby's Breath).

The existing perforated metal divider on the east end of the tenant space will be removed. A 10 ft. h x 8 in. w x ½ in. thick acrylic divider is proposed to be installed in its place. The acrylic divider will be Chroma By 3Form, in the color Moss, and it will be mounted on an aluminum base railing.

Signage: The applicant proposes to install a name letter sign and a projecting wall sign. The total linear building frontage is 21 ft., permitting 21 sq. ft. of sign area. The proposed **name letter sign** will measure 5.2 sq. ft. The proposed **projecting wall sign** will measure 6.8 sq. ft. The total area of both signs will be 12 sq. ft. which meets the requirement of Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area that states 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 **name letter sign** is proposed to be mounted over 11 ft. above grade, in accordance with Article 1.0, Table B of the Birmingham Sign Ordinance which states 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, meeting the requirement 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.

White aluminum letters reading “Vibe” will be 3 in. thick and 12 in. in height. Beneath, 3 in. thick x 4 5/16 in. h white aluminum letters will read “Credit Union.” The circular Gradient Green aluminum composite logo will be located within both the architectural canopy and the sign background, and will measure 60 in. in diameter. The proposed sign will be mounted on the logo with 1 in. stand-offs and mechanical fasteners. 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 logo should be allowed to be calculated separately from the rest of the sign. The architectural element and the logo will compliment the building and the Historic District streetscape.**

The proposed two-sided **projecting wall sign** will be constructed of aluminum painted several shades of Gradient 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. h 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 Woller from Vibe Credit Union gave a PowerPoint presentation depicting their proposal. Mr. Woller highlighted revisions to the design that they made as a result of input from the last meeting. An architectural façade has been created on the front of the building that they think fits in with the surrounding area. Also, the size of the green circular element has been reduced. They went from a logo sign to halo lit channel letters that conform to the height requirement of the Ordinance. The background is zinc tile. Their brand colors are green and blue and Mr. Woller pointed out where they used some subtle keynotes of the blue to pull everything together on the façade. The sign has now been placed directly over the door. 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.

Ms. Bashiri noted that the petitioner has provided all of the information she had asked for. Board members felt that the logo is an integral part of the sign and can be counted separately from the signage itself and not counted towards the allowable amount of signage.

Ms. Gehringer received clarification that the façade will not extend beyond the façade of Revive next door, not including the letters themselves. Ms. Bashiri noted the blade sign meets all Ordinance requirements. They propose to illuminate the blade sign internally along the edges.

Mr. Willoughby thanked the petitioner for downsizing their proposal. He likes the composition and the way the blue band has been tied into the existing façade. He is very supportive.

**Motion by Mr. Willoughby  
Seconded by Mr. Coir to approve the Historic Design and Sign Review application for 163 W. Maple Rd., Vibe Credit Union, as submitted with the understanding that the metal background is at least co-planed with the Revive background adjacent.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Willoughby, Coir, Deyer, Henke, Gehringer

Nays: None

Absent: Goldman, Weisberg

Ms. Bashiri reminded the petitioner about allowable window signage.

**04-16-13**

### **SHORT TERM PROJECTS**

#### **Historic District Study Committee ("HDSC") Initiatives and Budget Request**

Mr. Deyer indicated this is a continuation of discussion at the last meeting so that a vote can be taken to determine if the HDSC can proceed with the projects they have been working on as directed by the HDC. The project that bears some discussion is the assessment of the buildings that have been designated historic in the City. Because the State tax credits for improving historic structures are gone now, perhaps no one will be coming in to de-list their historic home. Therefore, he is not sure that the survey the best use of money at this time.

Ms. Bashiri explained that no one would be tripped up if the survey isn't completed now. Mr. Deyer commented further that it may not have the desired outcome in today's environment. Chairman Henke added that the cost might make it harder for the city manager to be convinced to provide any money.

**Motion by Mr. Deyer**

**Seconded by Mr. Willoughby to approve the following projects needing completion, which now exclude the drive-by audit:**

➤ 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
➤ Matching funds for future CLG Grant	15,000

**Motion carried, 6-0.**

VOICE VOTE

Yeas: Deyer, Willoughby, Coir, Gehringer, Henke, Weisberg

Nays: None

Absent: Goldman

04-17-13

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals

Ms. Bashiri noted that 1158 W. Maple Rd. has asked to paint the trim dark green. The existing tile roof is green. Next, they have asked to take down a big silver maple in the front yard because in the opinion of Warnke Tree Service, Inc. it is weakened and diseased and constitutes a hazard. Third, the homeowner would like to remove the slats on the shutters on the front porch. According to the prior homeowner, the shutters were added decades after the house was built. Board members advised that approvals for these items can be granted administratively.

-- Demolition Applications

- 740 N. Adams – Discussion contemplated whether the owners will go to the City Commission with a plan to subdivide the property.

**B. Communications**

-- Commissioners' Comments (none)

**04-18-13**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn at 7:48 p.m.

Sheila Bashiri  
City Planner

APPROVED