

**HISTORIC DISTRICT COMMISSION  
MINUTES OF JUNE 5, 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, June 5, 2013. Chairman John Henke called the meeting to order at 7 p.m.

**Present:** Chairman John Henke; Commission Members Mark Coir, Keith Deyer, Robert Goldman, Vice-Chairperson Shelli Weisberg

**Absent:** Commission Members Darlene Gehringer, Michael Willoughby; Alternate Commission Member Janet Lekas; Student Representative Caroline Stacey

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

**06-25-13**

**APPROVAL OF MINUTES  
HDC Minutes of May 1, 2013**

**Motion by Ms. Weisberg  
Seconded by Mr. Coir to approve the HDC Minutes of May 1 as presented.**

**Motion carried, 5-0.**

**VOICE VOTE**

Yeas: Weisberg, Coir, Deyer, Goldman, Henke

Nays: None

Absent: Gehringer, Willoughby

**06-26-13**

**HISTORIC SIGN REVIEW WITHOUT PRESENTATION  
162 N. Old Woodward Ave.  
Wachler Estate Collection  
CBD Historic District**

Zoning: B-4 Business Residential

Proposal: The applicant proposes to install signage on a one-story, multi-tenant, contributing building in the CBD Historic District.

Illumination: No illumination is proposed at this time.

Ms. Bashiri advised that the applicant is expanding their business and moving into a spot on N. Old Woodward Ave. They propose to install a simple sign which meets the Ordinance requirements. She cautioned the representative from Wachler they are limited to a total of 12 sq. ft. of window signage.

**Motion by Mr. Coir**

**Seconded by Mr. Goldman to approve the Historic Sign Review for 162 N. Old Woodward Ave., Wachler Estate Collection.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Coir, Goldman, Deyer, Henke, Weisberg

Nays: None

Absent: Gehringer, Willoughby

06-27-13

**HISTORIC SIGN AND DESIGN REVIEW**

**203 E. Maple Rd.**

**Jarbo**

**CBD Historic District**

Zoning: B-4 Business Residential

Proposal: The applicant proposes to install an awning and signage on the tenant space of a one-story, two-tenant, non-contributing building in the CBD Historic District. The proposed tenant space is connected to Barbara Boz Boutique. Barbara Boz was approved for a wall sign to replace the expired temporary sign that is still in place. Barbara Boz was also approved for a projecting wall sign. In response to this proposal, Ms. Boz has stated that she is concerned that the Jarbo awning will obscure her new sign, and therefore she has not constructed and installed her new signage.

Design: The applicant proposes to install an awning over the west end tenant space. The proposed awning will measure 8 ft. 3 in. h x 9 ft. 6 in. w x 2 ft. 6 in. deep. The proposed awning will be constructed of Black Sunbrella Canvas (6008), with enclosed sides, mounted on galvanized steel frames, painted Black. The proposed awning will extend from the top of the building to just above the showroom windows. The proposed awning valance will measure 9 in. h. The proposal meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance which allows the canopy valance to be no more than 9 in. in height. The awning is proposed to be mounted 8 ft. above grade in accordance with

Article 1.0, Table B of the Birmingham Sign Ordinance which states that canopies may not extend from the wall at a height of less than 8 ft. above a public right-of-way.

**The Planning Division has determined that the awning is an attractive addition to the building and that it will not detract from the other buildings on E. Maple Rd. The Planning Division recommends that the awning sides remain open to increase visibility of the adjacent businesses.**

Signage: The applicant proposes to install an **awning sign**. The total linear building frontage is 9 ft. 6 in. permitting 9.5 sq. ft. of sign area. The proposed awning sign will measure .5 sq. ft. in accordance with 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 proposed awning sign letters will be painted, and the will read "Jarbo."

Illumination: No illumination is proposed at this time.

Ms. Bashiri noted the awning is pitched at 45 degrees and will go all the way up to the top and cover up the building, which is in bad shape.

Mr. Deyer was opposed for several reasons:

- Installing the awning carves up the building;
- The awning is not functional;
- The awning is an attempt to cover the building façade which needs to be repaired;
- The proposal is out of scale, inappropriate with the streetscape, and is detrimental to surrounding businesses;
- This is to some extent abuse of an awning.

The chairman cautioned the petitioner that he would need four affirmative votes in order to pass a motion this evening and asked if they would like to be postponed for two weeks in order to have a full board to vote.

Ms. Weisberg thought the awning is nice looking and that it adds to the character of the building.

Mr. Mark Friedman, Royal Oak Awning Co., said that opening up the sides of the awning doesn't make a difference to him.

Mr. Coir noted that he also is concerned about the integrity of the building. Ms. Weisberg pointed out that since the owner is not going to fix the building the

choices are to leave the building exposed the way it is or to put up a really nice looking awning.

Given the climate, Mr. Friedman decided to postpone his appeal for two weeks.

**Motion by Mr. Deyer**

**Seconded by Mr. Coir to postpone the Historic Sign and Design Review for 203 E. Maple Rd., Jarbo, to the next regularly scheduled HDC meeting on June 19.**

**Motion carried, 5-0.**

VOICE VOTE

Yeas: Deyer, Coir, Goldman, Henke, Weisberg

Nays: None

Absent: Gehringer, Willoughby

Ms. Bashiri suggested they might bring the awning down and do something to the top portion above the sign band.

**06-28-13**

**HISTORIC SIGN AND SIGN REVIEW**

**120 W. Maple Rd.**

**Astrein's**

**CBD Historic District**

Zoning: B-4 Business Residential

Proposal: The applicant proposes to renovate the front elevation of a two-story, single-tenant, non-contributing building in the CBD Historic District. The applicant proposes to install a new fascia, install ceiling panels, paint the wood trim, and add lighting and signage.

Design: The applicant proposes to paint all of the wood trim, including the brackets, cornice and window frames. The proposed paint color will be Mincemeat (Pratt and Lambert 5-22). The brickwork will remain as is.

A new projecting cornice or fascia is proposed to be mounted over the existing granite sign band. The proposed fascia will be 5 ft. 3 in. high, and the top will project 3 ft. from the existing wall and angle down to 10 in. from the wall.

The proposed fascia will be constructed of aluminum painted Purple Nite (Pratt and Lambert 30-17). New face panels constructed from 1/8 in. thick aluminum are proposed to be mounted on the ceiling of the recessed entrance, above the storefront windows and door. The proposed ceiling panels and the existing

storefront windows and entry door and will be painted Purple Nite. A new door pull is proposed. The proposed door pull will be constructed from 3/8 in. thick mirror polished stainless steel. The round pull will mimic the sign logo, with the Astrein "A" deeply etched into the metal.

Signage: The applicant proposes to install a name letter sign and a plaque sign. The total linear building frontage is 35 ft. 8 ½ in. permitting 35.7 sq. ft. of sign area. The proposed **name letter sign** will measure 13 sq. ft. The proposed **plaque sign** will measure 1.7 sq. ft. The total area of both signs will be 14.7 sq. ft. in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area which states 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 **name letter sign** is proposed to be mounted 11 ft. above grade. The **plaque sign** is proposed to be mounted 3 ft. 9 in. above grade. This is in accordance with Article 1.0, Table B of the Birmingham Sign Ordinance which allows that wall signs projecting 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 proposed **name letter sign** will be constructed of clear acrylic push-thru letters with white (Sherwin-Williams Snowbound, SW-7004) pre-finished metal faces, mounted on the rear of the proposed fascia. Letters reading "Astrein's" will be ½ in. thick and 8 in. in height. The round 1 ft. ½ in. dia. logo will be located above the sign.

The proposed **plaque sign** will be constructed of 3/8 in. thick mirror polished stainless steel. Letters reading "Astrein's" will be deep etched into the plaque. The sign will be bolted to the granite.

Illumination: A continuous metal downlight cove with a Plexiglas diffuser is proposed to be mounted beneath the fascia to softly illuminate the front elevation with white LEDs. Metal light boxes are proposed to be mounted behind the fascia to illuminate the halo-lit push-thru logo and **name letter sign** with white LEDs.

Mr. Roman Bonislowski from Ron & Roman Architects was present along with Mr. Richard Astrein and Mr. Gary Astrein, the business owners. Mr. Bonislowski said it is time for the store to get a face lift. The proposed changes are subtle with smaller signage. They are also renovating the interior of the building.

Mr. Deyer thought they did a good job of trying to refurbish the building but he had a problem with the height of the black cornice. It looks like they are creating a new sign band that is almost 6 ft. tall. Mr. Bonislowski responded that it makes sense from the standpoint of design and cleans up the façade.

Mr. Bonislawski asked his client whether he wished to proceed this evening or postpone his hearing to the next meeting. Mr. Gary Astrein elected to go forward based on what he has heard.

**Motion by Mr. Goldman**

**Seconded by Ms. Weisberg to accept the Historic Sign and Sign Review for 120 W. Maple Rd., Astrein's, as presented.**

There were no comments from the public on the motion at 7:30 p.m.

**Motion carried, 5-0.**

**VOICE VOTE**

Yeas: Goldman, Weisberg, Coir, Deyer, Henke

Nays: None

Absent: Gehringer, Willoughby

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals (none)

-- Demolition Applications

1830 Washington Blvd.

280 Euclid

1743 Washington

**B. Communications**

-- Commissioners' Comments

Mr. Deyer reported that the hearing at the City Commission with respect to the Historic District Study Committee ("HDSC") didn't result in any action by the Commission. They would like to end up with a joint meeting of the City Commission/HDC/HDSC in order to understand the direction the City Commission wants everyone to follow relative to historic preservation.

Right now they are offering three proposals and the Commission can pick what they would like to do.

Ms. Bashiri recalled that when she first started with the City in 2004, the direction from the City Commission was to educate and not to pursue historic designation.

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn at 7:34 p.m.

Sheila Bashiri  
City Planner

APPROVED