

**HISTORIC DISTRICT COMMISSION  
MINUTES OF JULY 17, 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, July 17, 2013. Chairman John Henke called the meeting to order at 7:06 p.m.

**Present:** Chairman John Henke; Commission Members Mark Coir, Darlene Gehringer, Robert Goldman, Vice-Chairperson Shelli Weisberg, Michael Willoughby

**Absent:** Commission Member Keith Deyer; Alternate Commission Member Janet Lekas; Student Representative Caroline Stacey

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

**07-35-13**

**APPROVAL OF MINUTES  
HDC Minutes of June 19, 2013**

**Motion by Mr. Coir  
Seconded by Ms. Weisberg to approve the HDC Minutes of June 19 as submitted.**

**Motion carried, 6-0.**

**VOICE VOTE**

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

Nays: None

Absent: Deyer

The chairman gave petitioners the option of postponing their hearing to the next meeting because the board was one member short and any motion would need four affirmative votes to pass. Everyone wished to go forward this evening.

**07-36-13**

**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, three-tenant, non-contributing building in the CBD Historic District. This application was reviewed at the June 5, 2013 HDC meeting and again at the June 19, 2013 HDC meeting. At the June 5 meeting, the proposal was postponed to allow the applicant time to consider making changes to the height of the design.

The applicant returned to the June 19th meeting with a new design. The applicant reduced the height of the awning by 3.25 ft. and opened the awning sides to increase visibility of the adjacent businesses. Due to the issue of having only four members in attendance, the HDC was unable to come to a consensus on the design. The applicant is returning with both Plan A and Plan B.

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:

*Plan A*

The applicant proposes to install an awning over the west end tenant space. The proposed awning will be constructed of Black Sunbrella Canvas (6008), with open 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 in accordance with Article 1.0, Table B of the Birmingham Sign Ordinance which states the canopy valance shall not be more than 9 inches in height. The awning is proposed to be mounted 8 ft. above grade which meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that maintains canopies may not extend from the wall at a height of less than 8 ft. above a public right-of-way.

*Plan B*

The proposed awning will be constructed of Black Sunbrella Canvas (6008), with open sides, mounted on galvanized steel frames, painted Black. The proposed awning will extend from the middle of the building to just above the showroom windows. The proposed awning valance will measure 9 in. h in accordance with Article 1.0, Table B of the Birmingham Sign Ordinance which states the canopy valance shall not be 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 allows 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 PLAN A awning is an attractive addition to the building and that it will not detract from the other buildings on E. Maple Rd. The Plan B awning does not enhance the building, and it appears to cut up the façade.**

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 8 in. h x 9.5 in. w or .5 sq. ft. in accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area which 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.

Illumination: No illumination is proposed at this time.

Mr. Mark Friedman, Royal Oak Awning Co., was present.

Chairman Henke noted that the owner of this building has announced his intention to at some time take it down. Therefore, his tenants are on short-term leases.

Mr. Willoughby thought the taller awning is much more attractive than the split awning that exposes the upper half of the ugly façade.

Ms. Gehringer thought that maybe this building does not lend itself to having an awning and the awning serves no purpose. Ms. Weisberg disagreed. She thinks the tall awning looks fine and an awning doesn't have to serve a purpose. Mr. Willoughby said he would prefer having sides on the tall awning; or if not, paint the 10 ft. section underneath black.

**Motion by Mr. Willoughby  
Seconded by Mr. Goldman with respect to 203 E. Maple Rd., Jarbo, to  
approve Plan A with sides. The work meets the Secretary of Interiors  
Standard No. 9.**

There were no comments on the motion from the public at 7:15 p.m.

**Motion carried, 5-1.**

VOICE VOTE

Yeas: Willoughby, Goldman, Coir, Henke, Weisberg

Nays: Gehringer

Absent: Deyer

**HISTORIC SIGN AND DESIGN REVIEW**  
**185 N. Old Woodward Ave.**  
**Historic Bell Building**  
**Mad Hatter**  
**CBD Historic District**

Zoning: B-4 Business-Residential

Proposal: The applicant proposes to renovate the front elevation of the tenant space on a two-story multi-tenant contributing building in the CBD Historic District. The applicant proposes to add a projecting fascia, install bi-fold doors, add a decorative wall detail, paint and install signage. The applicant also proposes to add new outdoor dining which will also require approval from the Planning Board.

The north end tenant space was recently vacated by Quizno's and is proposed to become the Mad Hatter Cafe. Though the building is a designated historic structure, much of the historic façade integrity has been lost due to previous renovations. It was awarded the "Chairman's Award for 2003" from the Historic District and Design Review Commission ("HDDRC") for the renovation of the building.

Design:

*Projecting Fascia/Canopy*

The applicant proposes to install a new projecting fascia/canopy above the entrance and the proposed new bi-fold doors. The proposed fascia will be constructed from a three-sided painted aluminum frame supporting a Cream (Recasens R-115) acrylic canvas fabric, which will cover the sides only, with the top left open. The proposed fascia will be mounted to the wall with black painted aluminum wall supports. Five new loose fabric panels are proposed to be mounted beneath the fascia on painted black, non-structural aluminum frames. Each of the loose hanging panel fabrics will be a different color manufactured by Recasens:

- Pistachio (R-160)
- Turquoise (R-171)
- Steel Blue (R-169)
- Lily (R-110)

The proposed fascia will be mounted 8 ft. 10 in. above grade, and the loose fabric panels will be mounted 8 ft. 3 in. above grade.

*Bi-fold Doors*

The applicant proposes to remove the existing storefront window and knee-wall, and replace it with new full height wood and glass bi-fold doors. The existing entrance and the proposed bi-fold doors will be painted Shaker Beige (Benjamin Moore HC-45), and the remainder of the existing stained wood will remain as-is.

Vinyl decals in Medium Grey will be applied to the glass on the doors and will stay within the allowed 12 sq. ft. of window signage.

#### *Flower Detail*

On the wall above the tenant space and the projecting fascia, the applicant proposes to install a decorative three-dimensional “flower and swirly shape.” The proposed flower will be constructed of die-cut Sintra with face applied vinyl, and will be pinned off the wall at varying depths. The proposed applied vinyl colors will match the following Benjamin Moore colors:

- Excalibur Gray (2118-50)
- Winter Gray (2117-50)
- Gossamer Blue (2123-40)
- Iceberg (21-22-50)
- Precious Pink (2084-40)

A dimensional Gold Flower is proposed to be mounted to the building facade and within the Sintra “flower and swirly shape.” The proposed Gold Flower will measure 2 ft. 4 in. in diameter, and will protrude 9.5 in. from the wall. The other elements of the flower will protrude 6 in. from the wall. The “flower and swirly shape” is proposed to extend up to the building cornice.

**The HDC will need to determine if the “flower and swirly shape” should be considered a decorative architectural detail or a sign. If it is determined that it is a sign, it will be too large for the allowable 11.5 sq. ft. of signage, it will be too high for the maximum 24 in. allowed for a name letter sign, and it will project 6 in. further than the allowed maximum of 9 in. for wall signage.**

#### Streetscape:

##### *Outdoor Dining*

The applicant proposes to install an outdoor dining area on the front elevation of the tenant space. The proposed dining area will have four tables with eight chairs. Round “Raffia” Corian table tops and black metal bases are proposed to be paired with Outdoor bentwood chairs, painted Winter Gray (Benjamin Moore 2117-60). In accordance with Section 4.44 of the City of Birmingham Zoning Ordinance - Outdoor Dining Standards, the applicant is required to maintain a 5 ft. unobstructed sidewalk width. The proposal meets this requirement.

In accordance with Section 4.44 of the City of Birmingham Zoning Ordinance - Outdoor Dining Standards, A., 1., outdoor dining areas shall provide and service refuse containers within the outdoor dining area and maintain the area in good order. The proposal meets this requirement.

**The applicant is required to go the Planning Board for Site Plan Review.**

Signage: The applicant proposes to install four signs; three on the projecting fascia, and one on the first hanging loose fabric panel. The total linear building frontage is 11.5 ft. permitting 11.5 sq. ft. of sign area. The total sign area of the

proposed signs will measure 4.6 sq. ft. in accordance with 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 wall sign is proposed to be mounted 8 ft. 3 in. above grade and meets the requirement of 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 proposed sign letters will be painted on the fascia fabric. On the front fascia, letters reading "Mad Hatter Café" will be 6.5 in. in height. On the side fascia, letters reading "Mad Hatter Café" will be in 3 in. height. On the hanging fabric panel, letters reading "Tea / High Tea / Food" will be in 2 in. height. The "top hat" logo will replace the "A" in "Hatter."

Illumination:

The applicant proposes to replace the three existing gooseneck lamps with one Sign Star Style "C" fixture. The proposed fixture will be black, and is proposed to be mounted on an extended arm within the "flower and swirly shape" to illuminate the gold flower. The proposed lamp will be 50w MR16.

Mr. Bonislowski and Mr. Ron Rea from Ron and Roman Architects were present. Mr. Bonislowski said they understand the historic nature of the building and his PowerPoint depicted what it had looked like in the past. A small, 1,500 sq. ft. operation is coming in with a unique menu that features teas, lunches, and small plates into the evening hours. They came up with a graphic treatment to the building façade which is not part of their logo, but identifies the 11 ft. wide storefront as a separate entity from the balance of the building. They utilize a whimsical graphical element that occupies one plane in space and is a dimensional metal flower. Also there is a graphic component of a rose which is repeated in a vinyl die cut on the glazing.

Chairman Henke announced there is a master sign plan for the building and this proposal is not compliant with that. The only way to re-do the sign plan would be for the building owner to concur. Mr. Bonislowski was sure he could gain approval from the owner. Further, it was the chairman's opinion that the graphic starts to gunk up the building. Large graphics that are not architectural features or logos run afoul of the Sign Ordinance. Ms. Bashiri read aloud the definition of a sign. If the graphic is deemed a sign then they would not be compliant with square footage. Chairman Henke added the commission cannot approve a non-conforming sign.

Mr. Bonislowski said they would like to get the project reviewed by the Building Dept. and start the process moving. So, he suggested deferring the graphic

component in its entirety; and providing conditional approval for the awning component for which he can get the appropriate sign off from the building owner. That gives them the opportunity to not be held up in the Building Dept. for reviews.

Mr. Willoughby did not think the master sign plan has a lot of value. He would really love the graphic if it were half the size. Mr. Coir agreed. He thought the applicants have done a marvelous job. It is something that would attract business and he feels it is a great addition to the streetscape. So, if they can find a solution he will vote for it.

**Motion by Ms. Weisberg**

**Seconded by Mr. Goldman to approve the façade, the French doors, and the colors, conditioned on approval of the building owner. The work meets the Secretary of the Interior's Standard No. 9.**

There were no comments from the public at 7:48 p.m.

**Motion carried, 6-0.**

VOICE VOTE

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

Nays: None

Absent: Deyer

**07-38-13**

**HISTORIC DESIGN REVIEW  
300-370 E. Maple Rd.  
CBD Historic District**

Zoning: B-4 Business Residential

Proposal: The applicant proposes to add architectural lighting to a two-story, multi-tenant commercial office building in the CBD Historic District.

Illumination: The applicant proposes to replace the previous up/down wall sconces on the existing first-story support columns with nine new up/down sconces. The proposed lights are Blade II (66 2033) die-cast aluminum exterior wall sconces in a silver body coated finish (RAL 9006). Narrow beams from Blue LEDs are proposed to illuminate the building. A single narrow blue beam will subtly highlight the base of each column and twin narrow blue beams will extend up to the top of the post between each second-story window.

Mr. Chris Longe, Architect, brought a sample prototype for the lighting which has been installed, but not wired yet. The idea is to replace the up/down lights and

remove the baskets and the flags that are presently on the building. There will be one beam up and two beams down that will wash the sidewalk and add ambient light to the whole streetscape.

**Motion by Ms. Gehringer**

**Seconded by Mr. Coir to approve the Historic Design Review for 300-370 E. Maple Rd. as proposed. The work meets the Secretary of the Interior's Standard No. 9.**

There were no comments from members of the public at 7:59 p.m.

**Motion carried, 6-0.**

VOICE VOTE

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

Nays: None

Absent: Deyer

07-39-13

**MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**A. Staff Reports**

-- Administrative Approvals

- 556 W. Maple Rd. – Side wall. Ramp for ADA and parking spot for handicap, and replace deck boards. Removed and replaced brick face of Allen House.

Ms. Bashiri said the owner of Oliver's Trendz is getting ready to change the name of the business. He wants to paint the sign band a gold color and get rid of the pink. Everyone agreed they would rather see the complete package with the signage.

-- Demolition Applications

- 1748 Shipman
- 35975 Woodward Ave.
- 600 Shepardsbush
- 908 Pierce
- 505 Bird

**B. Communications**

- HDSC Structure Recommendations (postponed to a future meeting)



-- Commissioner Comments (none)

**07-40-13**

**ADJOURNMENT**

No further business being evident, the board motioned to adjourn at 8:01 p.m.

Sheila Bashiri  
City Planner

APPROVED