

**HISTORIC DISTRICT COMMISSION
MINUTES OF NOVEMBER 6, 2013**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Historic District Commission (“HDC”) held Wednesday, November 6, 2013. Chairman John Henke called the meeting to order at 7 p.m.

Present: Chairman John Henke; Board Members Mark Coir, Keith Deyer, Natalia Dukas, Darlene Gehringer, Shelli Weisberg (arrived at 7:05 p.m.), Michael Willoughby; Student Representative Caroline Stacey

Absent: None

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

11-56-13

**APPROVAL OF MINUTES
HDC Minutes of October 16, 2013**

**Motion by Mr. Coir
Seconded by Ms. Dukas to approve the HDC Minutes of October 16, 2013
as presented.**

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Weisberg

11-57-13

**HISTORIC SIGN REVIEW
244 E. Maple Rd.
Egg by Susan Lazar
Historic Briggs Bldg.
CBD Historic District**

Zoning: B-4 Business Residential

Proposal: The applicant proposes to install a name letter sign on a multi-story, multi-tenant contributing building in the CBD Historic District. The tenant space is the former location of The Purple Bear.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 15 ft. 2 in., permitting 15.2 sq. ft. of sign area. The proposed name letter sign will measure 2.2 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 79 in. above grade which meets the requirements of Article 1.0, Table B of the Birmingham Sign Ordinance which mandates 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 constructed of black acrylic. Letters reading "egg by susan lazar" will be 1 in. thick and 6 in. in height. The proposed sign will be flush mounted with adhesive tape and silicone to the existing white sign band.

Illumination: No illumination is proposed at this time.

Mr. Jack Hemp from Signs by Tomorrow confirmed that the purple vinyl dots on the sign band are existing. The black acrylic letters will be adhered to the sign band with HB tape from 3M.

Motion by Mr. Coir

Seconded by Ms. Gehringer to approve the Historic Sign Review for 244 E. Maple Rd., Egg by Susan Lazar, as submitted.

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Absent: Weisberg

11-58-13

**HISTORIC DESIGN AND SIGN REVIEW
172 W. Maple Rd.
Blue Mercury
CBD Historic District**

Zoning: B-4 Business Residential

Proposal: The applicant proposes to install an awning and a name letter sign on a one-story, two-tenant building in the CBD Historic District.

Awning Design: The applicant proposes to install an awning over the windows and entry on the tenant space. The open-ended awning will be constructed of steel framing painted black and covered with Sunbrella canvas. The proposed awning will be mounted 10 ft. above grade. The awning fabric color will be Sapphire Blue (Sunbrella 4641).

Awning Signage: New signage is proposed for the valance of the awning. Lettering is proposed to be 3 ¼ in. in height and 34 ½ in. in length or .78 sq. ft. In accordance with the City of Birmingham's Historic District General Signage Guidelines, 33% of the valance area is permitted for signage. The proposal meets this requirement. The signage will consist of white lettering painted onto the canvas.

Signage: The applicant proposes to install a name letter sign. The total linear building frontage is 15 ft., permitting 15 sq. ft. of sign area. The proposed name letter sign will measure 14.1 sq. ft. which is 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 16 ft. 10 ¼ in. above grade which meets the requirement of Article 1.0, Table B of the Birmingham Sign Ordinance that states 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 and at a height of less than 15 ft. above public driveways, alleys and thoroughfares.

The proposed sign will be constructed of aluminum channel letters painted Blue (PMS 8181c). Letters reading "bluemercury" will be 3 ½ in. thick and 14 in. in height. The proposed sign will be mounted to the building with 1 ½ in. stand-offs.

Illumination: The proposed sign will be illuminated with LED backlighting.

Mr. Deyer commented that the structured valance is a lot to see on the side of the awning. Mr. Dan Brashear with Blue Mercury said it is possible to remove the structure that leads back toward the building.

Chairman Henke was concerned that the awning breaks up the façade of the building, and Mr. Brashear replied the blue is a strong element to the branding of their stores. The building comes across as monolithic without the awning

variation. Mr. Willoughby did not think the awning detracts from the street façade.

Mr. Deyer noted that in effect this proposal has defined the sign band scale wise and aesthetically.

Motion by Ms. Gehringer

Seconded by Mr. Willoughby that the commission issue a Certificate of Appropriateness for the Historic Sign Review Application for 172 W. Maple Rd., Blue Mercury, as proposed except for the change in the framing of the awning. The bottom 36 in. of metal on each side will be removed and 9 in. of the bottom metal on the backings will be removed for administrative approval.

There were no comments from the public on the motion at 7:16 p.m.

Motion carried, 6-0.

VOICE VOTE

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

Nays: None

Abstain: Henke

Absent: None

11-59-13

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 210 S. Old Woodward Ave. – Addition of infilling the existing door at the alley.
- 580 Bates - Remove brick paver patios and replace with Bluestone patios.

-- Violation Notices (none)

-- Demolition Applications

- 1551 Holland
- 2300 Fairway Dr.
- 1992 Holland
- 998 Hazel

-- Ms. Bashiri reported there will be a special meeting between the City Commission/Museum Board/HDSC/HDC at the Community House on Saturday, November 9. The future of the Historic District Study Committee ("HDSC") will be discussed as to its usefulness to the City and its usefulness as a board. The HDSC was formed so that Birmingham could qualify as a Certified Local Government ("CLG"). A certain amount of goals had to be completed and sent in to the State in order for the City to gain CLG status. Part of those goals was to conduct several different studies.

The city manager feels that because the HDSC is not designating, the board has no usefulness. The city manager has suggested turning it into an "at call" board. Unfortunately that would probably cause the current members to be lost.

Mr. Deyer offered a quick history about how the HDSC came to be formed. When the CLG came up there was a desire on the part of the City Commission not to have forced designation. What they really wanted was education in coordination with the community. So with that charter, it seemed the logical place to accomplish that was the HDSC. With the CLG came a series of objectives that the mayor signed off on with the City's application to the State.

Now, Mr. Bruner has indicated the Ordinance says all the HDSC can work on are studies related to designation or de-designation. Since those are not being pursued, his position is that the board is not needed. However, there is no plan about what happens to the work that the HDSC has been doing.

Ms. Gehringer thought what prompted Mr. Bruner's attention was that the HDSC asked for money. Ms. Bashiri explained the projects the board wants to complete require matching funds from the City.

Mr. Deyer thought the specific requests should be:

- Continuation of the HDSC with an expanded role as approved by the City Commission;
- Funding at the levels that have been requested on several occasions, along with an explanation of why the City could lose its CLG status.

B. Communications

-- Commissioners' Comments

Motion by Mr. Deyer

Seconded by Chairman Henke to nominate Darlene Gehringer to be on the Greenwood Cemetery Advisory Committee.

Motion carried, 7-0.

VOICE VOTE

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

Nays: None

Absent: None

11-60-13

ADJOURNMENT

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

Sheila Bashiri
City Planner

APPROVED